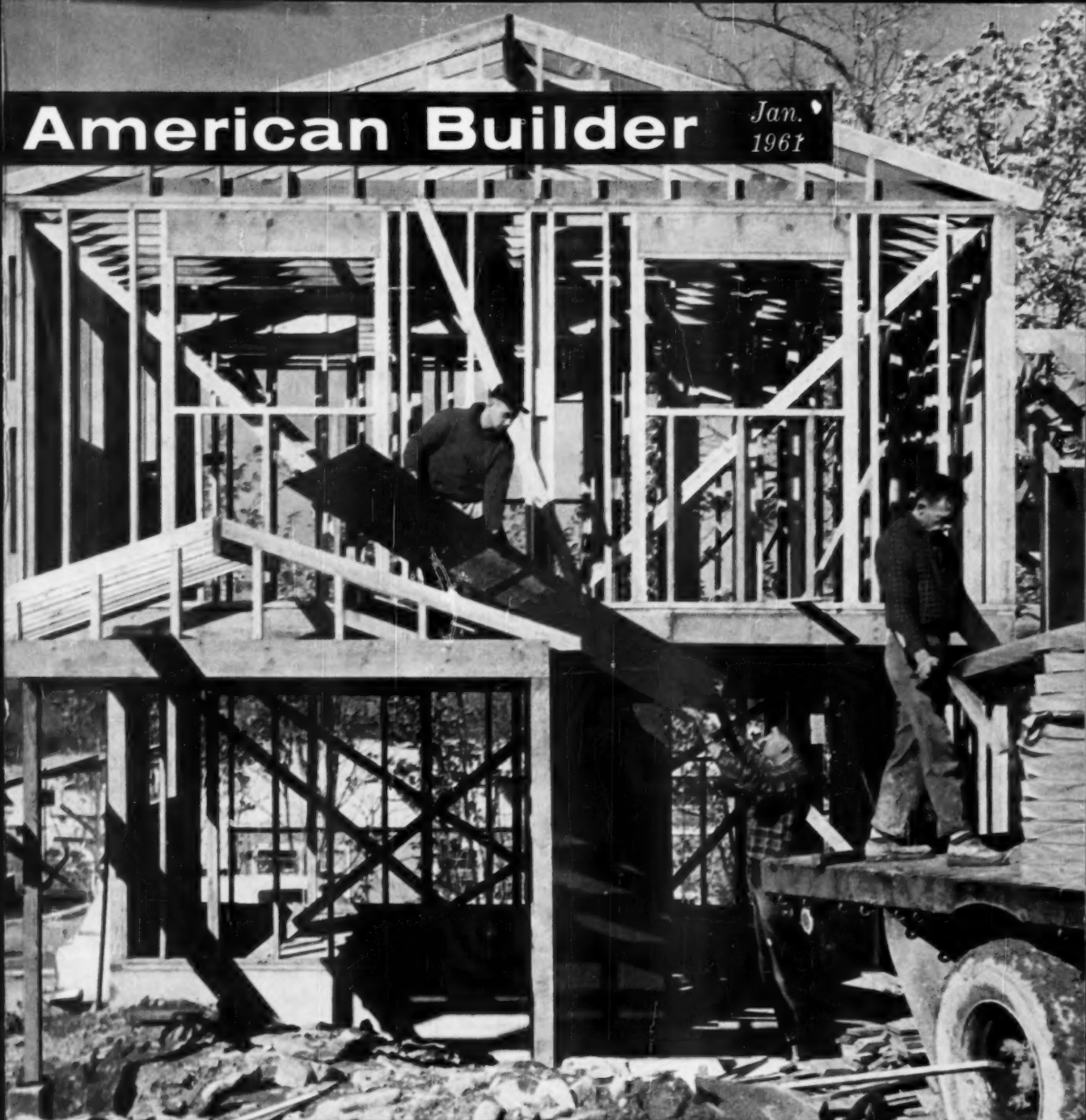


**American Builder**

*Jan.  
1961*



What Will Go into Your Next Houses?

# 1961 CONVENTION Product Preview

New Ways to Sell a Changing Market

# NuTone Announces for 1961

*What... No Hood-Fan?*

HOOD-FAN IS FOLDED BACK WHEN NOT IN USE

\* A GENTLE PRESS . . and NuTone's "Spring-Action" CLOSSES THE HOOD



*Closed..*

HOOD IS OUT OF SIGHT and  
MATCHES CABINETS or WALL

**COLOR UNLIMITED!** At last — a range hood with the exact color of walls or cabinets which surround it. And it's so simple . . . just slip in a panel of Wood, Metal or Formica, and you have it! Kitchen Planners call it "the most spectacular ventilation idea in the Hood Industry!"

\* The unusual features in this NuTone Hood-Fan are covered by pending U. S. and foreign applications and will be aggressively protected by our company.



# ... A Fold-Away\* Hood-Fan!

*Hood-Fan  
Folds Open!*

OPEN IT — AND IT'S A FULL SIZE, POWERFUL HOOD-FAN

\* A GENTLE LIFT . . and NuTone's "Spring-Action" OPENS THE HOOD



*Open..*

HOOD and FAN ARE READY  
TO VENTILATE KITCHEN

NOW YOU SEE IT . . NOW YOU DON'T . . Just fold it out and it becomes a full size range hood-fan complete with a powerful twin blower exhaust fan and a recessed light. When the hood folds away — it's flush with wall cabinets!

NuTone's #6000 Series Hoods are available in 30", 36" and 42" sizes . . . with Clear or Copper Anodized trim . . plus choice of 11 color insert panels

— SEE NEXT PAGE —>

THE WORLD'S MOST FLEXIBLE HOOD-FAN LINE

# NuTone Select-a-Matic<sup>\*</sup> 3000 Series Hood-Fan



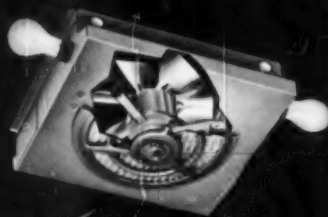
NOW! . . . THREE  
INTERCHANGEABLE  
POWER UNITS



DE LUXE

STANDARD

TWIN-BLOWER



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POWER UNIT



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HOOD SIZE



SELECT THE  
HOOD FINISH

See  
Other  
Side

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CARPETING



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BOOTH 734

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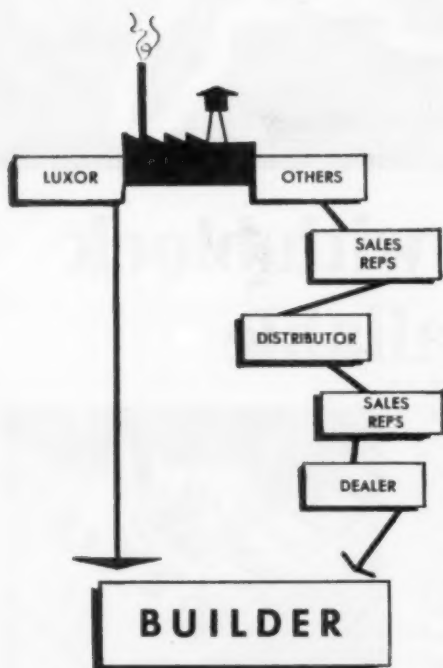
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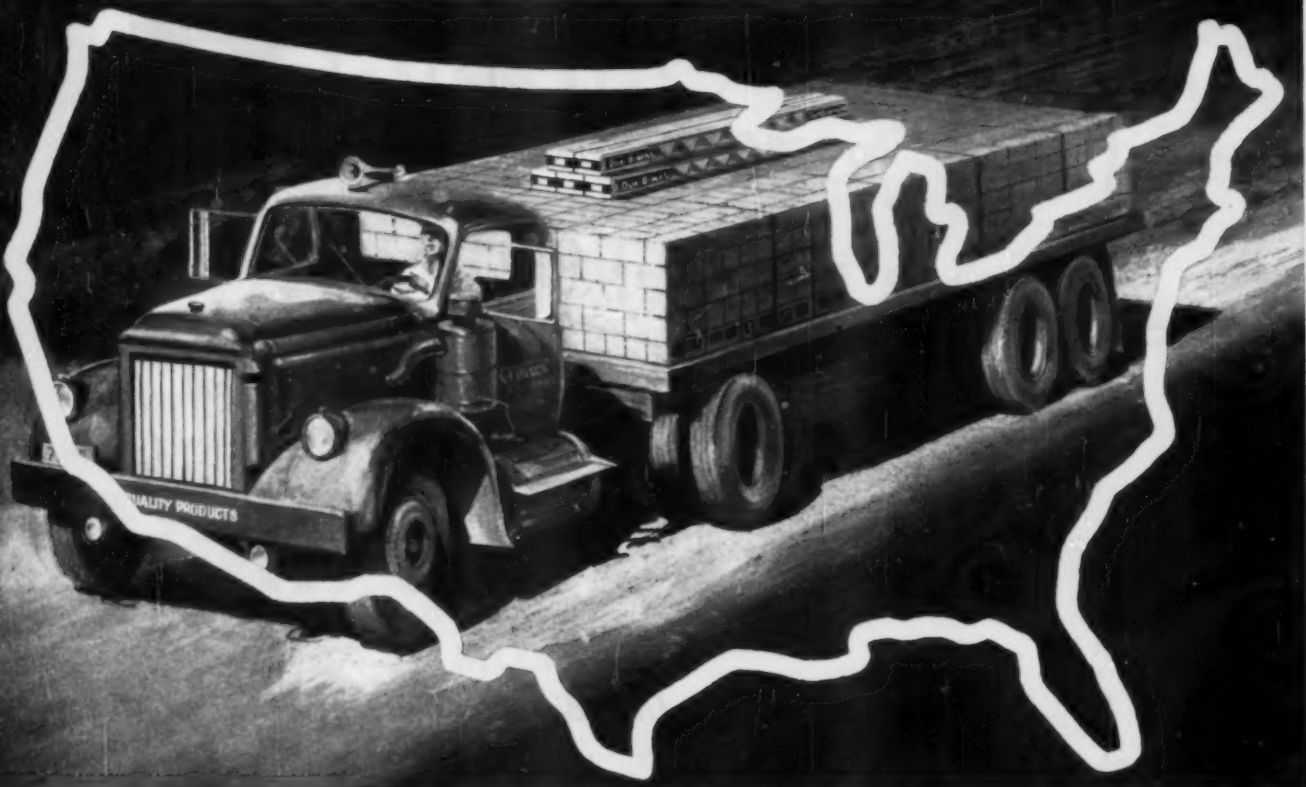
COMPANY.....

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AMERICA'S MOST WIDELY USED, WIDELY DISTRIBUTED MASONRY WALL REINFORCEMENT



## Wherever you build with block Dur-o-wal is available

Fancy claims aside, this is the significant fact about Dur-o-wal: It is more widely wanted than any other type of masonry wall reinforcement.

Consequently, Dur-o-wal is more widely distributed—the *only* nationally distributed brand. Eight strategically located Dur-o-wal factories serve more than 8000 dealers who in turn serve every part of the United States. Wherever you build a ma-

sonry wall, you can get Dur-o-wal!

All this, of course, because Dur-o-wal—with its trussed design, butt-welded construction, scientifically deformed rods—obviously does the job. Standard Dur-o-wal used every second course adds 71 per cent flexural strength to a masonry wall. Get test facts from any of the Dur-o-wal locations below. See us in Sweet's Catalog.



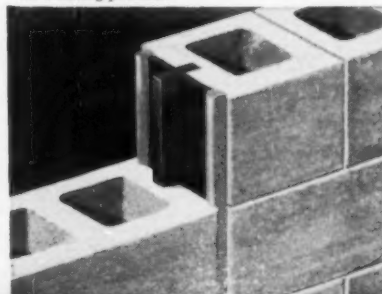
Two engineered products that meet a need. Dur-o-wal reinforcement, shown above, and Rapid Control Joint, below. Weatherproof neoprene flanges on the latter flex with the joint, simplify the caulking problem.

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- Dur-o-wal Ltd., 352 Mac Nab St. North, Postal Station B, HAMILTON, ONTARIO, CANADA



# OPPORTUNITY

## How to profit by the record-breaking surge in new-product production

**B**OTH THE NUMBER and quality of new building products are at all-time highs as the 1961 building year gets under way. More than 400 products are previewed in this issue alone—and hundreds of others had to be left out for lack of space. NAHB's big Chicago Exposition will open January 29th with a 50% increase over last year. Many new firms are in the market, and older ones have been working overtime to restyle, improve and expand their lines.

This revolutionary surge can only mean *opportunity* for builders, because new products are the breath of life to home sales. It also means increased *competition*—in effect, a faster race to produce a better house for less money.

### Recession forced a change

New ideas can't be ignored or safely resisted—as last year's recession proved. It forced both manufacturers and builders to step up their acceptance of new products, methods and materials. On job after job, AMERICAN BUILDER editors found that the "one firm" in an area that had moved ahead in sales was the one that was pushing a fresh approach, a new idea, a better product, or a better value. And builders who were doing things "the same old way" were not selling.

### Break consumer resistance

We believe 1961 will be an equally tough, competitive year. It will be an uphill fight

for sales. We believe the new products and equipment our editors have been previewing should help break down consumer resistance. For example, look for:

- Products that give the house a unique or striking character or look, such as the new roofing and siding materials, and colors.
- Products that add to quality, strength and durability—"hidden values" such as insulation, vapor barriers, preservatives.
- Products that reduce cost, but not quality. These include larger parts, assemblies, or components that permit great savings in on-site labor.
- Products that cut maintenance and upkeep, such as a host of plastic wall and floor materials. Also many conventional materials with striking new finishes and textures.
- Products that increase comfort, convenience or better living. Air conditioning takes an important place here, with giant strides. And a dazzling array of new kitchen and bathroom built-ins must also be seen.

It's not too early to start making a selection now for early spring model homes. In other words, to start putting this record breaking production of products and ideas to work for you.

Joseph B. Mason, Editor

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the  
right  
flair  
steps out front

**in new finishes** Oooooo! So many new things I'm saving to show you at NAHB! New wood-grain finishes, so rich and warm and wonderful! And so decorator-smart—with matching moldings! Styled to flatter home designs, intrigue home buyers.

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**in new ideas** And more surprises! New ways to add flair to your homes. To add accent to the smart look. Imaginative! Exciting! And available only from Plywall.

At the NAHB show, see how you now can add more—and new—decorator styling to your homes, at less cost. Booth 911-912 is the place. Plywall is the name. Flair is the idea. See you there.



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# Nobody covers American Building like **American Builder**

← PLANNING → ← BUYING → ← BUILDING → ← SELLING →

**January 1961**

**Competition from Mobile Homes**—One of the biggest changes in American housing is the rapid new growth of the Mobile Home builders. Here's a quick factual analysis of their market and plans .....13

**Builders Spell Out Their Product Needs**—AMERICAN BUILDER polled a number of growth builders to determine their main new product needs. Here is a sampling of opinions. See if you agree with them .....18

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Cover: Quality products moving into a Herzog-Getter Enterprises house at Rockaway Ridge, Dover, N.J. Photo by Ben Schnall.

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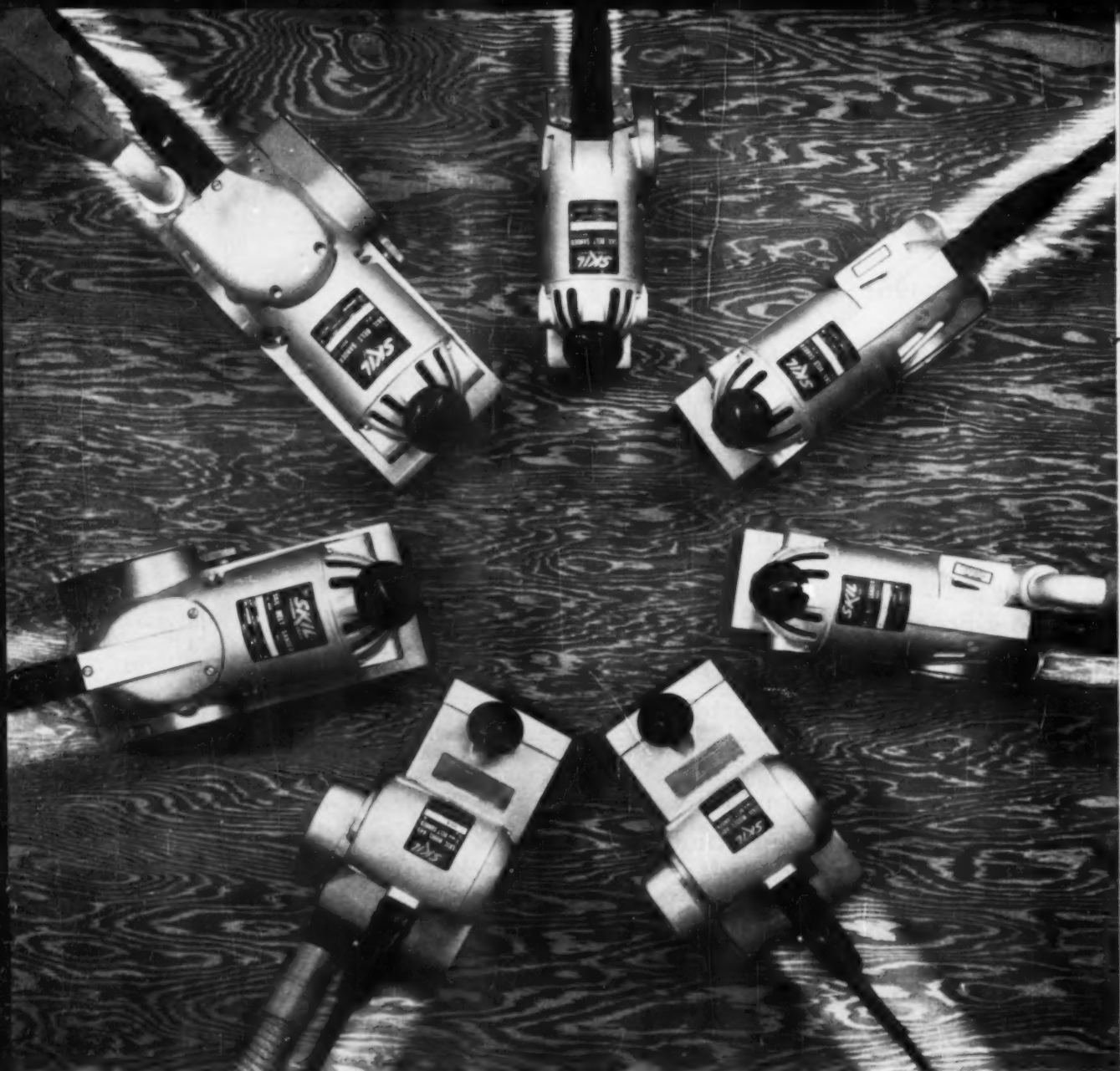
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mum stock removal, constant heavy-duty service. *List \$175.00*

**4½" heavy-duty (Model 324)**—Has all the features of Model 323 plus integral dust pick up system. *List \$210.00*

Your Skil distributor is anxious to demonstrate, right now. Look under "Tools-Electric" in the Yellow Pages, or write: Skil Corporation, 5033 Elston Avenue, Chicago 30, Illinois, Dept. 106A.



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# WHAT'S NEW *and what to do about it*

## **Housing outlook for '61: slow start, strong second half**

Most experts in housing field still hold to earlier prediction that starts will run ahead of 1960. Authoritative Commerce Department estimates public and private starts at 1,350,000; up 4%. But AMERICAN BUILDER found in checking 863 builders who accounted for 15,737 single units in '60—that they were expecting to build 21,700 units this year. An increase of 38%.

## **Big demand for low-cost shell houses**

Success of shell-house builders in South and soaring sales of below-\$10,000 houses in Texas points up major unsatisfied market. Texas builders are capitalizing on FHA's 2031 program in which the buyer is qualified as a subcontractor, does the painting in lieu of making a down-payment.

Obviously it's a big but still-growing market with plenty of opportunity for builders ready to adapt new cost-saving techniques. Re-evaluate your own operation. Streamline it, cut out waste. See if you can offer a house for less than \$10,000.

## **Urban renewal: the boom is on**

Late word from Urban Renewal Administration states 457 communities are actively engaged in renewal projects and another 1466 are planning them. They include cities of all sizes—for instance, federal approval was recently given to programs in Houston, Texas and Chester, Pa.—and construction expenditures will run into billions.

Check with your local government. Find out what it is planning. See if you can fit in. Or, explore the possibilities of capitalizing on a government program with your own small-scale program nearby. Best bet: Speculative buying, remodeling and sale of property near major project.

Also, contact Superintendent of Documents, U. S. Govt. Printing Office, Washington, D. C. for list of informative publications available on the subject. One of the best: (B-2) Home Improvement—Lessons from Experience. How one man developed a successful improvement business with advice on possible pitfalls.

## **How Kennedy will boost building**

Expect fairly fast action to get the building industry—especially housing—into high gear. Kennedy specifically promised, if elected, to "place great emphasis on measures to insure a high volume of housing construction." In this policy he will be reflecting the thinking of Harvard Professors Archibald Cox, Arthur Schlesinger, and John K. Galbraith who claim that the U.S. "affluent society" must now give priority in spending to such needs as housing, schools and resources. Expected moves:

- Reversal of the Eisenhower tight money policy. Lower discounts and interest rates could do much to revive private home starts.

- Congressional action to establish a cabinet-level Department of Urban Affairs. It would absorb HHFA (including FHA) Home Loan Bank board, Bureau of Public Roads and other departments concerned with building, urban development, transit and city planning.

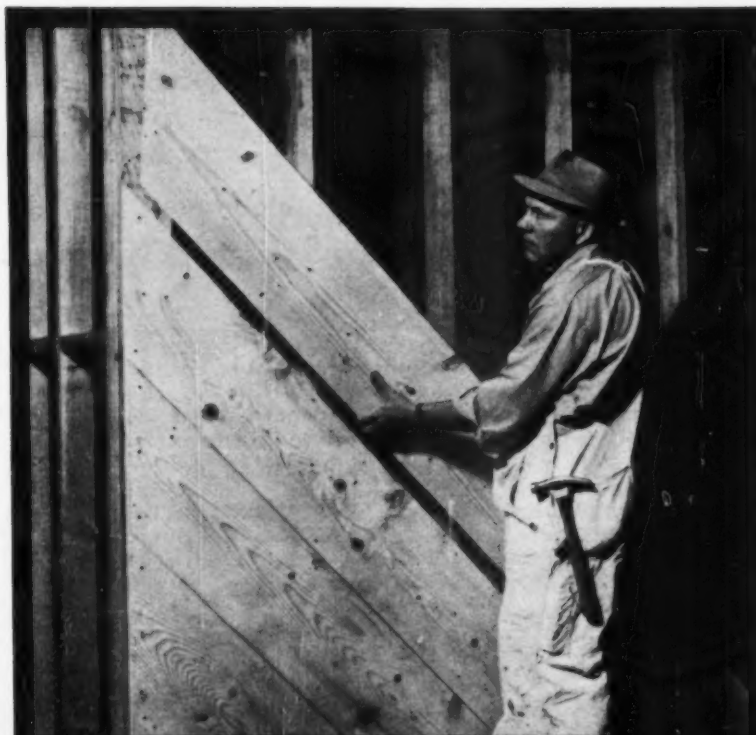
- Legislation to force FHA to expand building in the low and middle income markets. In this area, of course, much can be done by executive order alone. Under strong executive leadership, it is believed housing legislation will move rapidly.

Extra emphasis on housing can be expected because the new administration will in effect be racing to see whether early action can be generated to head off possible depression.

## **New horizons seen in retirement housing**

Retirement housing is a large and growing market that many builders are overlooking. Carl Mitnick, past president of NAHB, estimates it at a 250,000 unit a year potential. Others rate it higher. A recent conference on housing the present 17,000,000 people over-65, called by the Douglas Fir Plywood Association, brought out much useful data on the market, the kind of houses "senior citizens" want,





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# WHAT'S NEW and what to do about it

and the problems builders face in this field. Conferees pointed out that most post-war housing has been "child centered for young families." Needed now are more houses specifically designed for oldsters. Booklets and design data on Retirement housing are being assembled by Douglas Fir Plywood Association, 1119 A Street, Tacoma, Washington.

Take a hard look at your own market area for possible retirement housing opportunities. It's not a regional market. For instance, many northern builders have found retirees don't want to move to warmer climates. Instead they prefer to retain their lifelong associations.

## **Will the white house disappear?**

A survey of exterior color preferences by Asbestos-Cement Association revealed the popularity of white is declining. Ten years ago 75-80% of buyers rated it first. Today only 49% prefer white. Other preferences: gray—22%, green—11%, coral—6%, followed by yellow and light brown.

## **FHA's Home Improvement Loans gaining**

Lending institutions made an average of 5000 FHA-insured home improvement loans each banking day of 1960 according to Roy Cooke, Assistant Commissioner for FHA Property Improvement Program. For the first half of the year, he said that 500,000 families took out FHA Title I loans to repair and remodel their homes—and claims fell to a low of .78% or about 1 out of each 120 made.

These facts are only further evidence of the growing interest in residential remodeling—and the opportunity it offers builders who want to diversify into a booming market.

## **Easier money in sight**

Aside from President Kennedy's easier money policies, favorable reports have come from other quarters. The Federal National Mortgage Association says its resale of FHA and VA mortgages in the secondary market were five times greater than in 1959—a past sign that money was easing. U. S. Savings & Loan League Director Norm Strunk estimates lending volume in 1961 will increase to \$15 billion—up from 1960's \$14.4 billion. And, most industry observers agree that the new Real Estate Trust Law (Public Law 86-779), which exempts investment trusts from corporate taxes if they distribute 90% of their income in dividends, will swell supply of available mortgage funds.

Start now to look for new sources of mortgage money. Shop around. Try to get a better deal than you had in 1960. Another idea: contact a tax lawyer—explore possibility for forming your own real estate investment trust—attract money from small and middle-size investors.

## **More basement houses planned for 1961**

Latest studies of design trends indicate 70-74% of this year's houses will have basements. Two reasons were cited for this trend: 1) Increasing buyer demand and 2) Need for builders to offer more space for less money. Further proof of this trend was found in a survey of 2000 owners of slab houses on Long Island. Over 90% said their next houses would have basements.

Don't ignore demand for basements. Start planning them for your next houses. Make them a part of the living area. Put in more windows, offer direct entry to the yard. Arrange the space for future partitions and indicate them on the floors.

## **How many builders would pass the tape test?**

Couples carrying concealed tape recorders recently visited 48 model homes in the Chicago area to record sales approaches. Mohr & Eicoff, PR firm which sponsored the project, reported these findings: "In no instance did a salesman introduce himself; in only three instances was an attempt made to get the prospect's name and address; only two attempted to qualify the couple." Typical experiences included one salesman who refused a proffered \$3,000 check by insisting the downpayment was only \$1,950—that was all he could accept. Another tape recorded a flat, final "yes" to the question: "Do you have schools, churches and shopping?"

Don't let your own salesman be guilty of this type of selling. Reappraise their efforts immediately. Get friends or outsiders to give you reports. The year ahead will be competitively tough.

# Malta "let-in-the-sun" window designs



"Town and Country" oriel (fixed upper sash with operating lower sash) create the feeling of spaciousness... let in the sun... save you \$50 to \$60 per multiple installation.



Malta "Town and Country" units, with two fully operating awning-type sash, let in more sun... permit up to 100% ventilation.

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Malta "let-in-the-sun" window designs instantly and unforgettably convey to the prospective buyer an impression of genuine quality, beauty, modern styling... and a promise of cheerful living.

The new Malta "Town and Country" oriel unit, for example, gives your new homes all the warmth and utility of wood windows—plus slim, trim lines. The spacious fixed upper sash and awning-type lower sash let in more sun and light. And, there is no clumsy center partition rail to spoil the thin-line design or obstruct visibility.

Malta "Town and Country" units give you all the features of stacked vents... yet they cost about one-third less. An Erie, Pennsylvania builder stated flatly: "I save enough with 'Town and Country' windows to include screens and storm sash at no cost to the buyer."

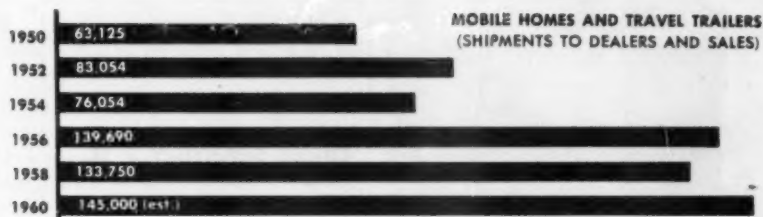
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# CHANGE



## Mobile homes: another challenge to the homebuilder?

IN 1960, MOBILE HOME sales amounted to nearly 10% of the total market for single family dwelling units. Between them, mobile home manufacturers and prefabbers are beginning to dominate the market for low priced housing—a fact that is creating growing concern among conventional homebuilders.

**The mobile home market.**—A recent marketing analysis for the Mobile Home Manufacturers Association stresses these facts:

- Some 4.2 million Americans now live in mobile homes. One hundred thousand families joined the ranks last year alone.
- Of these, 37% are skilled workers, 20% military personnel, 10% retirees, 18% professional, 3% student, 16% semi-skilled.
- Average income of mobile home families is \$5,200—slightly over the national average. Some 40% of the families average over \$7,000 a year.
- About 3 out of 10 mobile home families pay cash for their homes. The remaining 70% finance their purchase—normally on a 5-year payment plan. Trade-ins are used in 25% of the purchases.

### What do mobile homes offer the buyer?

—Today's typical mobile home is 10' wide, 50' long, has two bedrooms, bath, kitchen-dinette, and living room, comes fully equipped, decorated and furnished. At an average price of \$5,000, mobile homes economically meet consumer trends toward compact, non-complicated living. Like Detroit's smaller cars, the mobile units cater to buyer desires for economy, efficiency, and minimum upkeep. At their low initial cost, they free their buyers from expensive entanglements with long term mortgages and high interest rates.

Though mobility is currently being de-emphasized by manufacturers, it is ranked as highly desirable by mobile home owners. The average family moves only once in 2.2 years, and often as not, has its home hauled by a commercial mover. About 20% of the

buyers stay put for more than 4 years. Mobile home owners pay no land or school taxes, and can rent trailer space in mobile home parks for \$30 per month and up.

**Who buys mobile homes?**—The market for mobile homes is broad and varied, and in terms of potential buyers, it is the housing industry's fastest growing. It contains both young marrieds, whose income has not yet reached its maximum; and oldsters, whose income is steady if not substantial. Both these groups hesitate to make long term commitments to fixed housing—the youngsters because they are unsettled in terms of employment, the oldsters because of lack of earning power. But by far the most important components of this market are military personnel and skilled workers whose jobs require the mobility that only mobile homes can offer.

**Can homebuilders compete with mobile homes?**—Many industry experts don't think they can. Their consensus is that factory production is the logical and economical way to providing low cost housing.

In addition, mobile home manufacturers operate without the usual restrictions encountered in on-site construction. Their product is completely factory produced, they operate outside the jurisdictions of local building codes, produce a mobile product which can move to meet its market, and, to a much greater extent, are freer than conventional builders.

In a can't-beat-'em, join-'em vein however, builders with excess land on their hands can capitalize on the mobile home boom by building trailer parks (which yield 14% to 18% before taxes and depreciation.) The current deficit between mobile home units produced and spaces constructed is 600,000, and easing construction money should provide impetus for park development loans. For more on this possibility, write Mobile Home Manufacturers Association, 20 North Wacker Drive, Chicago 6.

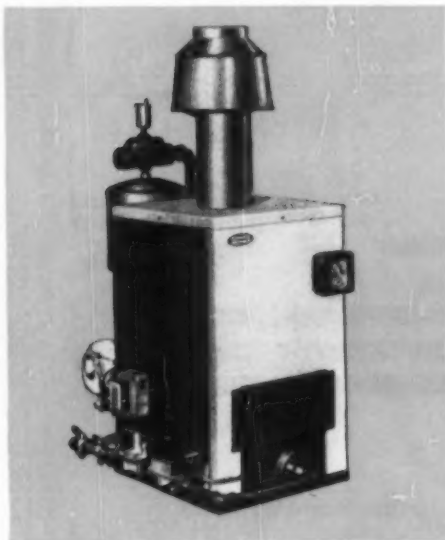
# BUILD IN MORE VALUE WITH THESE

## 2 BRAND-NEW



## PACKAGED GAS BOILERS

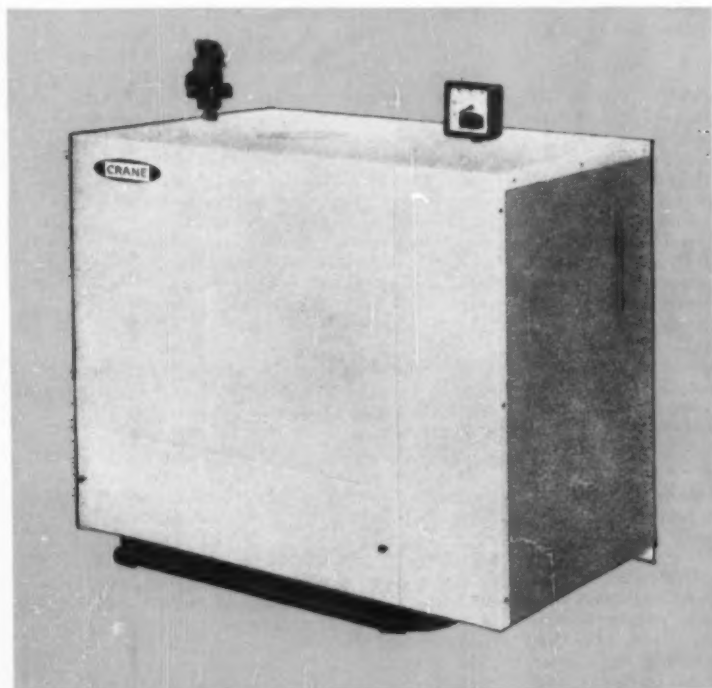
• Ultra-compact • Profit-priced • Fast installing



**SUNNYDAY 3**—three sizes: AGA-approved gross outputs of 60,000, 80,000 and 100,000 Btuh. Needs only 20" x 24" to 32" of floor space.

**CRANE SUNNYDAY 3** Here's a low-cost, economical-to-operate gas-fired boiler, complete with automatic controls, designed specifically for nonferrous baseboard heating in small modern homes. Highly efficient cast-iron boiler . . . uses only a small amount of water to give *quick* delivery of heated water to all radiation units. A midget in size . . . fits most anywhere there's a *little* space. You can install it *fast*—to slash your costs on a single installation or sharpen your bid on multiple home projects. It's completely factory assembled and wired—just position, hook up radiation, connect gas and electric supply lines and the Sunnyday 3 is ready to operate.

A Crane unit throughout—with features you'd expect only in higher priced units. It will pay you to get the facts **NOW** . . . call your Crane heating contractor for details.



**SUNNYDAY 8**—nine sizes from 36,000 to 180,000 Btuh net I-B-R water ratings.

### CRANE SUNNYDAY 8 GAS-FIRED BOILER

This modern packaged boiler for gravity or forced hot water or steam systems is ideal for new construction or boiler replacement. A deluxe unit in every way, topped with Crane quality and yet priced to be competitive with ordinary heating units. The Sunnyday 8 is built of cast iron, the lifetime metal, to high standards of design and engineering excellence to provide long-life, dependable performance. The Sunnyday 8 helps round out the line to let you specify Crane in homes of all sizes and to provide quality at a price that's right in line with competition.

To make your homes more attractive . . . for visible proof of quality . . . use Crane heating, plumbing and air conditioning throughout. Crane costs no more . . . adds extra salability. See your Crane plumbing and heating contractor for detailed specifications on quality products at competitive prices.

*Sunnyday is a Registered Trademark*

# NAHB

See these two new, outstanding heating units and other quality Crane heating, plumbing and air conditioning products at the NAHB Convention, Booths 256-259, McCormick Place, Chicago, Illinois, January 29-February 2, 1961.



Plumbing • Heating • Air Conditioning Group  
P.O. Box 780, Johnstown, Pa.

AMERICAN BUILDER

# IMPACT

## Peter Turchon answers builders' remodeling queries

*December's "Buy 'em, Fix 'em, Sell 'em" remodeling article (Pg 45), has provoked a lively response from AB readers. We asked Peter Turchon to answer some of the questions our readers consistently asked.*

### How much profit does Homes Inc. make?

Average over the years has been 3%. However, we buy estates and properties which sometimes include large apartment buildings and commercial structures, and keep the larger properties for long-term profit. In fact, we now have over 1,500 tenants who are paying for these properties.

### What about financing?

Sell the banks on the fact that the prudent, the wise, and the frugal are buying these well-built, but neglected, old properties; that you turn them over to the new owners rebuilt inside; and that the extra rent is a cushion against bad times or even the loss of a job. The best hedge against inflation is soundly located rental property; and in this period of rising real estate taxes, the owner can pass on the increases to the tenant.

Financing is one of the most important ingredients in a successful modernization business. Bankers like what Homes, Inc. does. They like the type of buyers attracted by the low monthly cost (due to the extra rent from extra apartments). They like the fact that these modernized houses can be supplied at about \$1,000 a room in a market where new homes cost \$3,000 per room.

Both FHA and VA have done a wonderful job of helping these frugal buyers. Any family willing to exchange the comfort of single family exclusiveness for the financial advancement of a second or third income is on the road to financial independence. As you work your business in your own neighborhood, you will find it easier to enjoy a line of bank credit to buy and remodel. Another happy by-product is neighborhood improvement. A good example of home modernization is often followed by others, and results in a whole area face lifting.

### Should we wait 'til the job is complete before borrowing money?

Yes. Transformation by new baths, new kitchens, new electric fixtures, and fresh paint make a big difference in the bank's receptiveness.

### Try to sell while modernizing?

No. You run the danger of customizing.

Peter Turchon  
Homes, Inc.  
Newton, Mass.

### Beginning builder sees AB as a useful cost cutter

I would like to take this opportunity to tell you that I know for sure that American Builder has been of more aid to me as a beginner builder than you would ever imagine. We are continuously, with good results, using many of the cost saving techniques that you afford us with. We are not only getting satisfaction, better design, and saving money but are also making a favorable impression on the public, and other builders who are accustomed only to the past conventional methods of homebuilding.

Walter H. Bailey, Jr.  
Laurel, Mass.

### Low cost housing seen as 'natural' builder market

You are dealing with one of the most important housing matters—the lack of production in the so-called low priced ranges. I concur with your thesis that there should and can be much more work in this area, and it seems that this will come as more and more entrepreneurs recognize the basic economic opportunities offered by development of low-cost housing.

The great incentive is, in a phrase, that such housing can be profitable. Let us hope that it will increase the realization that there is a huge, relatively untouched housing market awaiting both builders and investors.

Lester P. Condon  
Office of the Commissioner  
Federal Housing Administration

### Norman P. Mason on equal housing opportunities

It is commendable that AMERICAN BUILDER is supplying factual information which is so necessary to meeting realistically the rapidly

expanding housing requirements of thousands of minority families . . .

The evidences of success in this area all over the nation today are such that we no longer need statistical tabulation to prove either what the homebuilding industry is doing or that minorities are eager and enthusiastic in their quest for good housing in standard, decent neighborhoods . . .

In this connection, I feel certain that nothing opens the door more fully than the great urban renewal and redevelopment plans made effective by President Eisenhower in the Housing Act of 1954.

My own observations and those of others which have come to my attention attest the remarkable response of many lenders, builders and communities in America toward attaining the democratic objective of equality of opportunity in housing irrespective of race, color or creed. The broad relationships involved in carrying out the varied programs and operations in the Housing and Home Finance Agency give the Federal Agency a fine opportunity to lead. There are many ways to lead—by co-operating, by encouraging, by stimulating. It is somewhat necessary to prod but, whatever the method, it is my view that we must take positive steps toward the goal that every American family has an opportunity for a decent home, in a good neighborhood, among good citizens.

Norman P. Mason  
Commissioner, HHFA

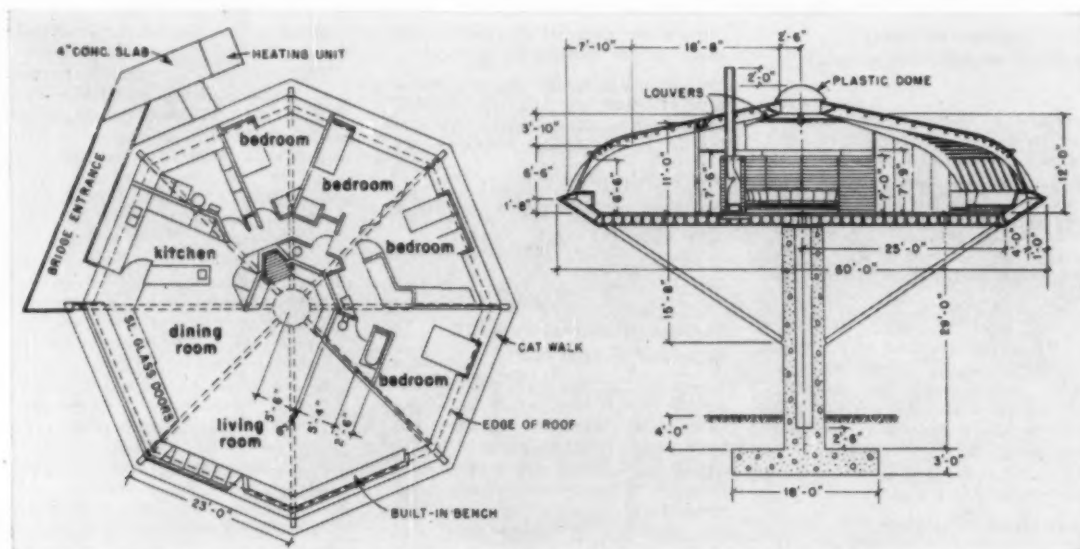
### Builder cites products needed in Florida market

We find maintenance an ever-present problem. The roof, which here is a cement tile, becomes loaded with a fungus that turns the roof black over a 6 to 12-month period. We would like to see a product developed for a finish which would require no more than a hosing with water to maintain a clean and attractive surface.

Another product which would be a welcome addition in the southeastern portion of Florida would be a floor surfacing for outside use which would be easily cleanable, nonslip, inexpensive, and attractive—one which could be installed for 15¢ to 25¢ a square foot.

Marvin Wolff  
New Orleans Homes, Inc.  
Fort Lauderdale, Fla.

# TOMORROW'S HOUSE



CONCRETE COLUMN, 30' high, gives "Chemosphere" house a footing that withstands earthquakes, landslides, winds.

## Plastics shape octagonal house

**T**his mushroom-like structure—called the Chemosphere house—is more than just an unusual shape. It's a showcase for futuristic building applications of plastic compounds.

The 2,200-sq. ft. house is being built by Leonard J. Malin for himself, under sponsorship of the Chem Seal Corp., Los Angeles.

Among the more important uses of plastics in the house are:

1. As concrete column and base pad.—The heavy concrete column was poured two months after the base pad. The builder used an epoxy adhesive to give a strong, moisture proof bond between column and pad.

2. As bedding for steel beams.—The cantilevered steel beams supporting the house from the main concrete column were slightly at variance with the perimeter of the octagonal floor. In correcting this situation, mortar could not be used as bedding for the beams, as it would quickly be pounded to dust by ground motion—a big problem in earthquake areas of California. So the builder used a mixture of

epoxy and sand. This mixture has high strength and won't disintegrate from motion.

3. As decking for the walk-on sill used in window washing (see drawings, above).—Covering the walk with a rubber compound impregnated with #30 grit silica gave a nonslip, wear resistant deck that

won't come loose under foot.

4. On the roof.—Basic roofing material is a composition wood pulp, applied to the entire roof. All joints were immobilized with fiber glass tape. Binder for the roof and joints is an epoxy compound, reinforced with chopped fiber glass. Life expectancy is 40-50 years.



**FUTURISTIC** octagonal house has large glass areas that give a view of surrounding area. Catwalk is for window washing. Cable car will give access.



new  
Kwikset  
Sok-it  
Strike  
installs  
as easy  
as

on  
your  
mark...

get  
set...

go



no mortising!  
no chiseling!  
no screws!

Exclusive new Kwikset Sok-It Strike installs in seconds with Kwikset's patented staking pliers which expands the sides of the metal strike box into the jamb.

Just drill a hole, position strike, and squeeze pliers closed.

For the first time, a neater, more permanent installation with no screws to come loose.

Kwikset's new staking pliers (No. 1-156) installs the Sok-It Strike three times faster than present strike installation methods. It is packaged individually with a handy Strike Locator and retails at \$10.00. No extra charge for Sok-It Strikes when ordered with locksets.



OUTAWAY  
SECTION



*America's largest selling  
residential locksets*

**KWIKSET SALES  
AND SERVICE COMPANY**  
A subsidiary of  
The American Hardware Corp.  
Anaheim, California

# OPINION

## What are builders' biggest product needs?

AMERICAN BUILDER asked a group of growth builders to comment on what they thought of existing building products, what they would like to see in the way of new products over the next few years. Their free-wheeling answers (below) show how seriously builders are concerned with product development.

*Products I would like to see developed during the next few years are low cost (comparable to asphalt tile) wood floor coverings for slabs; a complete built-in kitchen work center including cabinets, built-in range, oven, dishwasher and disposal at a price that would complete with assembling the individual units in the field; and a brick veneer material that would be light and durable enough to be plant-applied so as to eliminate as much field labor as possible.*

*The only setback to currently available products is that the prices are such as to make them unfeasible for volume housing. I think that we need lower prices from manufacturers to enable us to sell as much house for the money as possible so as to enliven the sitting public into buying when they would just as well sit back and wait for a fire sale.*

**Julius Cohen, Jewel Homes, Columbus, Ohio**

*... There is one thing that would be of great assistance, and that is the standardization of products such as sinks, tubs, etc., among the manufacturers. For instance, if one of our model homes features a kitchen sink by a particular manufacturer, and the customer desires a color not in their line, then we must go to another. It does present a problem if the cabinets have already been ordered and the cutout for the sink made, because very few products are interchangeable in size—be they bathroom fixtures, heating units or appliances. Built-in ovens also present a problem, as do surface units, not to mention tile thicknesses. ...*

**Ruth Challand, Richmond Construction Co., Sarasota, Fla.**

*... Quality control seems to be a thing of the past. Even though the cost may be a little higher to produce a better product, the home buyer would be willing to pay the difference if he was properly educated. I think that if manufacturers could educate the public more on quality, people would become more aware of the need to spend just a little more to get a lot more use out of a product. Here are some areas in which I'd like to see increased manufacturer effort: improvements in paints to stop fading and mildew; hardware that will not rust, pit or tarnish; plumbing fixtures that do not chip and scratch; lighting fixtures that will hold their finish; quiet heating and air conditioning systems; a dishwasher that does not sound like a piledriver; sliding glass doors that are leakproof and air tight.*

**Sy Milgrom, Milgrom Construction Co., Clearwater, Fla.**

*... Products that would definitely help our sales effort are: some type of fast drying mixture that could be sprayed over drywall as soon as it was nailed up that would give a smooth plaster-like finish with no taping of joints or spotting of nail holes; acoustical tile that would come in 4' x 8'—10' and 12' sheets that could be applied over 2" centers much like wallboard; a low voltage system that would be more economical to install than the present 110-volt system—one that could be used in \$10-\$15,000 price range.*

**Harry S. Roberts, Jr., Williams Lumber Company, Columbus, Ga.**

*... Our market is characterized by a relatively high income group who presumably can afford some of the more deluxe items of equipment in plumbing fixtures, floor material, kitchen equipment, etc. To offer such equipment would certainly increase the sales appeal of the houses. But, our experience has convinced me that few buyers in this market would be willing to pay for these items at the prevailing prices, even though these items have considerable appeal.*

*My major criticism of existing products does not focus on function or design, but on the price the manufacturers have placed on the items they feature in their advertising. It appears that they are stimulating a demand and then pricing themselves out of the market. This is perhaps intentional, since they promote their higher-profit lines, but I am at odds with it. Manufacturers should be able to sell to the building industry more industrial engineering and production management skill in the form of prices reflecting efficiencies which should result from these skills.*

**Edmund J. Bennett, Bennett Const. Co., Inc., Bethesda, Maryland**

'61

**KitchenAid®**  
dishwashers  
with "more  
for you"



*a KitchenAid for every kitchen . . . every budget*

look at  
**KitchenAid®**

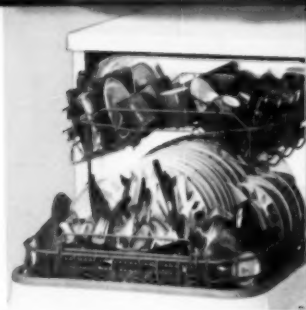


### new convenience

**VariCycle PUSH-BUTTON CONTROLS**—Just push the "RINSE and HOLD" button to give partial loads a short power-rinse that removes food particles without hand-rinsing—real economy. KitchenAid holds and stores the dishes until racks are full—no worry about foods "drying on."

Press the "FULL CYCLE" button to give tableware KitchenAid's new and exclusive complete wash-dry action.

Touch the "UTILITY and UTENSIL" button and pots, pans and utility items get their own individual treatment that helps soak away burned and baked-on foods... eases those hand-harming scraping chores.



### new capacity

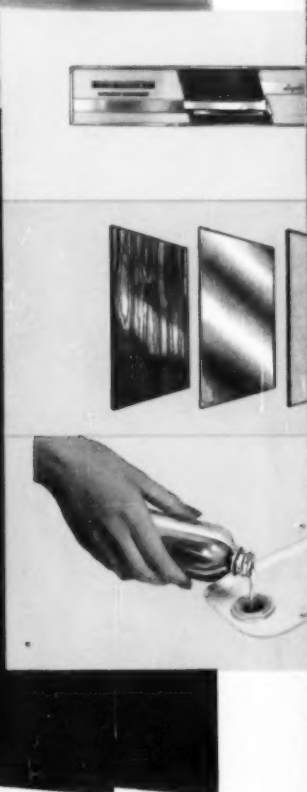
**KING-SIZE CAPACITY**—The whole day's tableware for an average-size family can be handled in one washing. Convenient, front-loading racks accommodate 12 complete place settings (NEMA standards). Heavy Plastisol coating "cushions" china. Adjustable dividers in the 2-position adjustable upper rack enable variable arrangements for big pots, pans, and odd-shaped pieces.

## KitchenAid® Superba VariCycle by **Hobart**

(available in built-in and free-standing models)



**CREATE-YOUR-OWN-CYCLE**—True VariCycle action! With KitchenAid dishwasher push buttons and manual Timer Control, every homemaker can select or create dishwashing cycles to fit her needs... even change it to best fit each dishwashing situation. She can advance, skip, repeat or interrupt the wash, rinse or dry action any time... even "Plate Warm." Power Reset Drive advances timer to "OFF" position immediately after short cycles—KitchenAid is always ready for the next desired cycle.







## new washability

**DOUBLE WASH, TRIPLE RINSE**—KitchenAid's famous power-wash system, long considered the most efficient, now **scrubs twice**—there are two separate washes (or a power pre-rinse and single wash, if you choose) followed by three rinses... then Flo-Thru sanitized hot-air drying. The Dual Detergent Cup in the door can be filled for two washes (or just one side of the cup for power pre-rinse and single power wash). The desired amount of detergent is released automatically for each "Guided Action," power wash.

Here is truly the finest dishwasher ever designed—just compare it, feature for feature. New economy is built into KitchenAid, too—it will wash tableware for only pennies a day. Behind all the new features and conveniences of this superb KitchenAid dishwasher is the unexcelled reputation of Hobart, the dishwasher pioneer. KitchenAid is the dishwasher of "proven" quality—just ask any user.

**NEW BEAUTY**—Modern styling all around creates a new luxurious look. The attractive chrome-trimmed convenient control panel, with "in action" indicator light, across the top of the front lends an added note of distinction. Push button starting.

**WIDE CHOICE OF FINISHES**—now includes natural WOODS, satiny stainless steel, glowing copper tone, rich antique copper, gleaming white. You can even use plastic laminates to match counter tops. Special woods and colors can usually be matched locally. And Vari-Front panels are easily changed.

**PERFECT DRYING**—A Rinsing Agent Dispenser automatically releases a wetting agent in the last rinse to help dry dishes spot-free—regardless of local water conditions. Dispenser need only be filled periodically. Exclusive Flo-Thru drying assures perfection.

# 2 other new KitchenAid dishwasher series

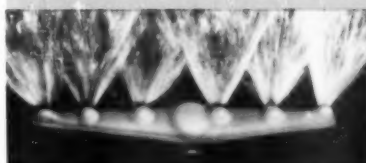
available in many models

**KitchenAid Imperial**—Every inch feature-packed dishwashers, the Imperial series has king-size capacity for 12; pre-rinse and wash or double wash, with triple rinse; adjustable rack dividers; wide choice of finishes with Vari-Front panels. Rinsing Agent Dispenser optional. Built-in; free-standing; dishwasher-sink; convertible-portable models available.

**KitchenAid Custom**—Real value for the economy-minded. This beautiful unit has the same Hobart wash arm, Dual Filter Guards and Flo-Thru drying system as the *Superba* and *Imperial*, with traditional KitchenAid quality throughout. Comes in a variety of finishes. Capacity for ten. Available in built-in and free-standing models. Rinsing agent dispenser optional.



## Every new KitchenAid® dishwasher has



**"Guided Action" wash arm** that scrubs, while others just spray or shower. Exclusive big, blue, lifetime wash arm extends full width of the wash chamber... has newly designed jet openings that scientifically control and balance both volume and velocity of the water for complete, effective coverage of every square inch of the wash chamber. While literally scrubbing dishes clean, it's safe for even delicate china.

**Exclusive Flo-Thru drying**—A constant current of sanitized hot air flows over, under and around each item. The electrical drying element is *outside* the wash chamber, with the hot air fan-circulated—insuring even heat and uniform drying, with no "hot spots" to craze china, or warp or scorch good plastic-ware. Dishes don't dry from the bottom up, a fre-

quent cause of spotting. The evaporated moisture in a KitchenAid can't be redeposited on the dishes—positive drying and brighter dishes every time. Money-saving feature: the KitchenAid drying element operates *only* during the drying cycle.

**Exclusive Dual Filter Guards**—Precision-engineered filters have hundreds of self-cleaning openings that trap food soil and prevent spray-back over dishes. The recirculated wash-and-rinse water is always filter-clean. Stainless steel filters are self-seating—simply lift out for cleaning, if ever needed.

**Still more KitchenAid features:** Timer Control Indicator tells what operation is being performed... also permits Manual Control and Plate Warming. Porcelain interior is self-cleaning, chosen for long life. Independent cushion coated racks. Designed for a service-free, cool operation. New, quiet, hushed-performance. Solid-unit construction principle with rigid frame and rust-proof design—assures long life.

a KitchenAid for every kitchen... every budget

## Top Loading Portable

The same famous power wash, Dual Filter Guards and Flo-Thru hot-air dry system found in built-in KitchenAid dishwashers are incorporated in this KitchenAid portable model. It washes tableware for ten or more... dishes come out clean and bright.

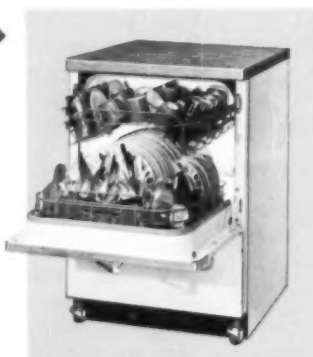
**Only KitchenAid has Porcelain Inside and Out.** Other features include wide guide bar for easy movability... separate Start Control... toe space all around... double-wall construction for cool, quiet operation. Even when random-loaded, the efficient power-wash pattern covers thoroughly. This KitchenAid portable is put to work the day it's delivered—connects to faucet in seconds. And, no installation expenses!



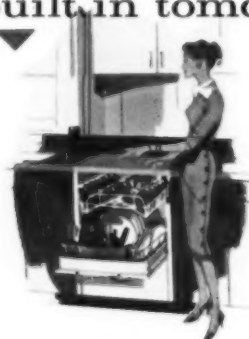
# KitchenAid® portable dishwashers

portable today ▶

The KitchenAid convertible-portable is a front-loading portable that can be installed as a built-in later simply and conveniently. Maple cutting top, 4 square feet and 1½ inches thick, adds a luxury touch. Available in the new Imperial series, it has king-size capacity; multiple washes and rinses, and Flo-Thru hot-air drying; adjustable dividers in the 2-position upper rack; push button control panel; self-storing Fill-Drain Hose and power cord. Rinsing Agent Dispenser optional.



built-in tomorrow ▼



**A KitchenAid for every kitchen... every budget!**

## SPECIFICATIONS

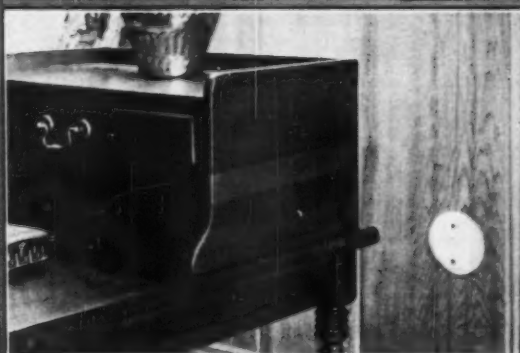
| MODEL SERIES  | KD-2P PORTABLE           | CUSTOM   | IMPERIAL   | SUPERBA VARICYCLE | CONVERTIBLE PORTABLE (Imperial) |
|---|--------------------------|--|------------|-------------------|---------------------------------|
| CAPACITY<br>(N.E.M.A. Standard Place Settings)..... | 10                       | 10   | 12         | 12                | 12                              |
| ELECTRICAL SPECIFICATIONS 60 cycle standard         |                          |  |            |                   |                                 |
| Volts .....   | 115                      | 115  | 115        | 115               | 115                             |
| Watts (Maximum) .....                               | 1000                     | 1000   | 1000       | 1000              | 1000                            |
| PLUMBING SPECIFICATIONS                             |                          | All built-in models available for gravity or pump drain installation                                     |            |                   |                                 |
| Hot water Inlet .....                               | Hose Connection          | ½"   | ½"         | ½"                | Hose Connection                 |
| Drain (Gravity) .....                               |                          | 1½"  | 1½"        | 1½"               |                                 |
| Drain (Pump) .....                                  |                          | A "U" tube is included with all undercounter, built-in, pump drain models                                |            |                   |                                 |
| WATER CONSUMPTION—Gallons per Full Cycle..          | 9⅓                       | 9⅓   | 11⅓        | 11⅓               | 11⅓                             |
| FINISH  |                          | White, Stainless, wood hue Copper Tone, Antique Copper   |            |                   |                                 |
| Colors and special woods can be matched locally.    | Porcelain inside and out | White, Stainless, wood hue Copper Tone, Antique Copper Plate, Unfinished Birch                           |            |                   | Solid maple cutting top         |
|   |                          | Free standing models in all series available with maple top, porcelain top or porcelain top with air gap |            |                   |                                 |
| DIMENSIONS—(inches)                                 | D W H                    | D W H  | D W H      | D W H             | D W H                           |
| Built-in .....                                      |                          | 24½ 24 34½   | 24½ 24 34½ | 24½ 24 34½        |                                 |
| Free Standing .....                                 | 28½ 23¼ 34⅝              | 25 24 36   | 25 24 36   | 25 24 36          | 26¼ 24 36½                      |
| Dishwasher-Sink .....                               |                          |  | 25 48 36   |                   |                                 |

KitchenAid Home Dishwasher Div., The Hobart Manufacturing Company, Troy, Ohio In Canada: 175 George St., Toronto

**SEE YOUR DEALER**



"Concealed telephone wiring is part of the good planning you get from Ervin," says builder Charles C. Ervin. "It makes a more livable home, nicer rooms, and adds to resale value of the house."



Ervin homes are designed for families to grow in. Each home has several planned telephone outlets.

Your Telephone Business Office will gladly help you telephone-plan your homes. For details on home telephone installations, see *Sweet's Light Construction File*, 11c/Be. For commercial installations, *Sweet's Architectural File*, 34a/Be.

## "Ervin homes are quality homes, and concealed telephone wiring is part of our quality story"

**SAYS CHARLES C. ERVIN  
OF ERVIN CONSTRUCTION CO., CHARLOTTE, N.C.**

Ervin Construction Co., one of the largest home-building firms in the Southeast, is building close to 1000 homes this year—all of them with concealed telephone wiring.

"We've learned that concealed telephone wiring is a *definite* plus factor," says Mr. Ervin. "It's a competitive feature that homebuyers look for and appreciate. Ervin homes are quality homes, built with first-class materials, and concealed wiring is part of our quality story."

Ervin Construction Co. furnishes its building schedule to the telephone company. "They put in the wiring when the walls are open," says Mr. Ervin, "either by consulting with the homebuyer if the house is already sold, or by putting the outlets where their good judgment tells them."

### BELL TELEPHONE SYSTEM

Visit Booth 95 at the NAHB Convention in Chicago  
—for real money-making telephone tips.

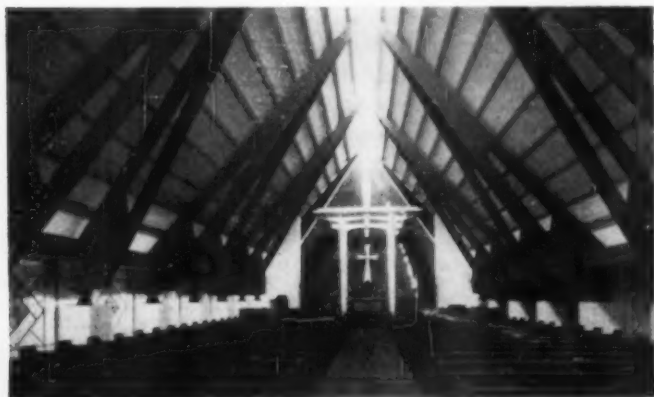


# Glue-lam lumber offers

Commercial building requires a knowledge of many materials seldom used in house construction. Here's what the homebuilder should know about one such material—glued-laminated lumber



**THREE-HINGED ARCH** dominates this exterior view of the Grace Church in Massapequa, L.I., N.Y. Laminated members are ideal for such applications, in which they easily support combined roof-sidewall loads.



**INTERIOR VIEW** of the Grace Church shows how dark-grained glue-lam members are played against lighter-colored ceiling materials. In churches like this, the contrast dramatically accents lofty interior designs.

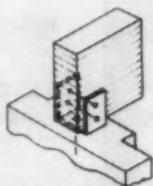
**G**LUED-LAMINATED (or glue-lam) lumber is made by gluing together under high pressure a number of pieces of lumber, generally one or two inches thick, in the form of arches, columns or other structural members.

## Advantages of glue-lams

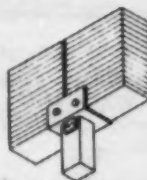
Outstanding among the advantages of glued-laminated lumber are the following:

- In spans of more than 30', often encountered in nonresidential building, glue-lam beams are generally more economical than sawed timber.
- A glue-lam beam is about one-third stronger than a sawed member of equal size. This permits use of beams of smaller cross-section, without sacrificing strength. Tests show that the glued joints are stronger than the wood, and that the adhesive quality of the glue is not adversely affected by time.
- Glue laminating can produce beams that are larger in both cross-section and length than is possible in single pieces.
- Beams of varying cross-section may be built with greater sheer resistance at points where it is most desired. Typical of such beams are the peaked, the peaked and cambered, and the tapered. An example of the peaked and cambered beam is that used on the Mission Church (Dewitt Church) Rivington, and Columbia Streets, New York City. It was built for the New York Mission Society. The roof of the church is made of solid planks resting on purlins. The purlins, in turn, rest on the heavy glue-lam wood beams (see photo, right).
- Laminated beams and purlins

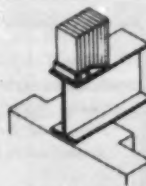
Typical details for the anchoring and joining of laminated wood members



MASONRY PIER CONNECTION—"U" STRAP



BEAM TO COLUMN CONNECTION



STEEL SHOE ANCHORED TO GIRDER



# beauty, strength, economy



**PEAKED AND CAMBERED BEAMS** support the roof of New York City's Mission Church. In the long spans frequently required in nonresidential construction, glue-lam

members are generally more suitable than sawed lumber. Also, since glue-lams have attractive, natural-grain finishes, they are left exposed, to enhance the architectural treatment.

are manufactured by machine so that the natural grain of the wood is shown. This eliminates the expense of plastering and painting; the exposed member serves as part of the architectural treatment.

## Spans, spacing and loading

Glued-laminated beams and purlins may be unlimited in length, providing they can be transported practically. Common spans are from 16' to 50', with a spacing range of 6' to

18'. Loads are from 30 to 55 lbs. psf. Deflection is 1/240th of span.

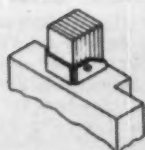
## Laminated arches

Laminated arches are manufactured similarly to wood laminated beams and girders. One- or two-inch strips of wood are curved and pressure glued together, making solid and rigid members.

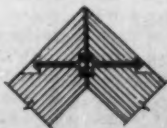
Arches may either be two-hinged or three-hinged. The two-hinged arch is the radial or barrel type

supported only at two ends by a foundation or resting on walls or columns.

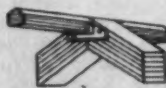
A three-hinged arch consists of two laminated units fastened at the top or ridge of the arch and at its foundation ends. They provide clear span framing for both side walls and roof. Three-hinged arches are used largely in churches, schools, libraries, auditoriums. Typical are those in Grace Church, Massapequa, L. I. (photos, top left).



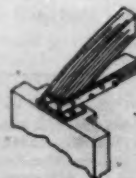
STEEL SHOE  
ANCHORED TO  
MASONRY



PEAK CONNECTION—  
COUNTERBORED HOLES,  
BOLT AND SHEAR PLATES



RIDGE PURLIN  
CONNECTED TO ARCH  
BY STEEL SHOE



HEEL CONNECTION—  
"HEAVY U STRAP"

## THE HARMONY HOMES STORY



### From sales training—

Harmony Homes instructor stresses to new salesmen the importance of bringing prospects out to tour Harmony models—under construction as well as completed ones.



### To contests—

Happy Harmony Homes salesman and his wife board plane for Hawaii. Trip is one of many prizes HMS offers salespeople who do outstanding jobs selling houses.

# Builders look for prospects

But it's people—the salespeople—plus a hard-hitting, well thought out sales program that spell continuous success for Harmony Homes builder members

**H**ARMONY HOMES Management directs its sales efforts to people who already own lots suitable for building.

This is not difficult to understand. Harmony does sell directly to people who want new homes built on contract. But in the Los Angeles area there are practically no individual lots left, in acceptable neighborhoods, that sell for less than

\$5,000. This alone holds down direct contract sales. So Harmony directs its major sales efforts toward finding prospects who already own properties on which a house can be built. How are these prospects found? Mainly, by the method of door-to-door canvassing.

Leads are also secured from realtors who have vacant lots to sell. Newspaper advertising, along with direct mail and handbills, are sales tools used at the discretion of each company manager. Attractive brochures printed by HMS are available to all companies.

Generally, promotion and sales efforts are geared to the market in a specific area. The newer companies, in smaller towns, where lot prices are not excessive in relation to

house prices, sell direct contract houses best.

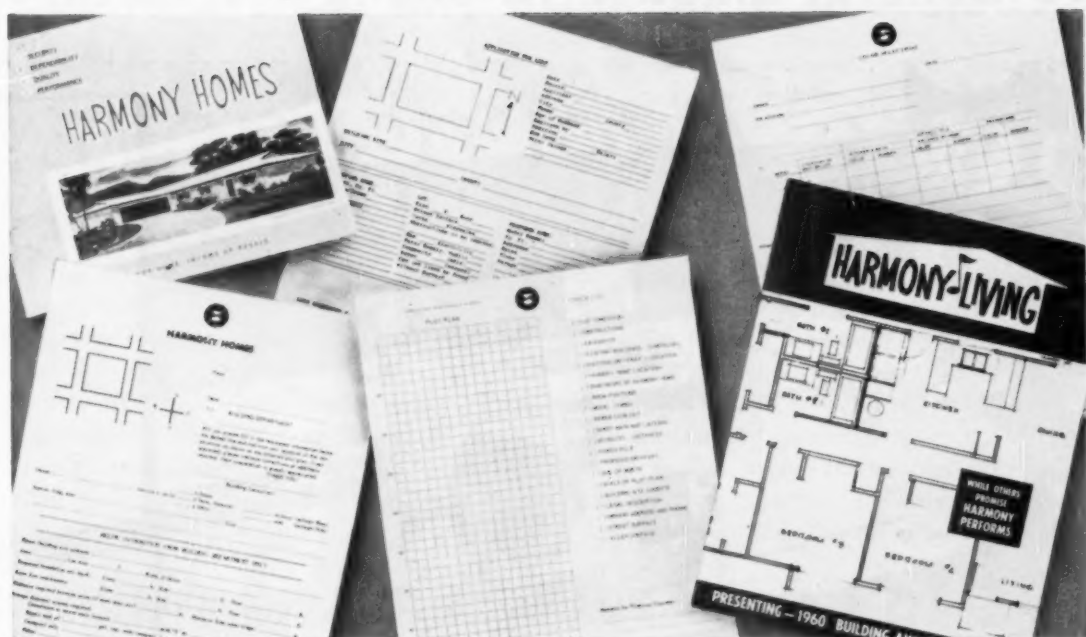
### Unique Sales Method

Canvassing is done in carefully selected areas where zoning permits additional homes. The object of the first call is to persuade a family to make a tour with the Harmony salesman. This involves a visit to several Harmony Homes in various stages of construction. The tour gives the salesman an opportunity to show the homes and to explain how such high quality can be sold at Harmony's low prices (\$5.70 psf average).

Harmony Management Service's records prove that if a salesman makes 40 calls a day he will get the following results. He will (1) find only 20 people at home; (2) find only 5 to be prospects; (3) find only 2 willing to take the tour; (4) sell one house.

Generally, the 40 calls can be made in 2½ to 3 hrs. A more or less "canned" approach quickly determines whether the family is a

Here's the fifth in a series of articles on Harmony Management Service. HMS is a group that guides the business destinies of 19 different, yet highly successful homebuilders.



## To promotions—

Harmony Management Service provides salesmen with a variety of promotional material to stimulate sales, plus a research service that constantly tries to improve methods.

Tied to these sales aids are a variety of marketing efforts that tell the Harmony House story. These range from showing model homes to producing top-notch ads.

# who already own land

prospect. So, rarely more than 2 or 3 mins. are required for the first interview unless interest develops. An average tour takes 2 hrs. or more. A call-back before or after the tour averages 15 mins.

### System reflects success

All salesmen must turn in reports on calls made. This data is posted on Time Point Reports as follows: (1) one call at home earns one point; (2) one contact of prospect earns three points (3) one call-back on interview earns three points; (4) taking prospect on tour earns 24 points; (5) selling the house earns 12 points.

A working salesman, HMS knows, can earn up to 100 points daily. The Time Point Report quickly tells a sales manager what the trouble is if a man is not selling.

### Sales aided by research

Research among previous buyers of Harmony Homes provides salesmen with valuable information regarding their prospects. Most pros-

pects are wage earners. According to Harmony Management Service these people crave the experience which the buying of a home fulfills. They want security and feel a need to accumulate resources. In addition, they want community recognition. These desires can be met by a new home.

Other traits are deterrents to sales. HMS finds that wage earners have a tendency to procrastinate. Also, they fear the future—loss of a job, sickness, and the like. This gives them a tendency to follow the line of least resistance.

Ralph Burns, who heads the HMS staff responsible for sales training, stresses these traits to both new and seasoned salesmen. However, he places particular emphasis on the "new" salesman.

The first day a new salesman comes to work, he goes out with a trainer on house-to-house canvassing calls. At first the trainer handles interviews. After a few days, the new man takes over.

The new man then goes out alone

for a week. On the third week he returns to his trainer for review of his techniques.

The people Ralph Burns seeks as Harmony salesmen must: (1) be capable of developing enthusiasm; (2) talk well and like people; (3) make a good impression; (4) be willing to work nights and Sundays; (5) already be making, or shooting for, a minimum of \$8,000 a year.

Senior salesmen receive flat commissions of \$200 per house. Junior salesmen receive \$130 for the first sale closed within a month, up to \$200 for the eighth sale and over.

### Contests spur sales

HMS stages periodic sales contests with prizes like a world cruise, to create incentive. A typical Harmony member company has five to seven salesmen. Most companies headquarter in model homes that double as offices. To create more "tour" homes, Harmony often rents a home from a buyer for 30 days after completion, to use it as a showcase for prospective home buyers.

# More General Electric Kitchens are installed



## **BUDGET** *(shown above)*

The Mark 27 "drop-top" Range sets the pace for this small but sparkling kitchen. Refrigerator-Freezer (BG15T) fits flush in the corner, Washer-Dryer Combination (WD560T) and Automatic Dishwasher (SU 60T) complete the kitchen.

## **CUSTOM**

could have a single Deluxe Oven built in one wall, matching Cooktop with exhaust hood—the built-in look every woman loves. Refrigerator-Freezer in Mix-or-Match fashion color. Automatic Dishwasher and Washer-Dryer Combination.

## **DELUXE**

might have the double Custom Oven with a matching Cooktop. Refrigerator, Bookshelf Freezer, Dishwasher, Washer, Dryer and cabinets—all planned in Mix-or-Match fashion colors. This would be the kitchen of a woman's dreams.



## "MARK OF QUALITY YOUR BUYERS RECOGNIZE"



# by builders than any other kind because ... women love 'em!

Here's the best salesman for your homes . . . the *most-preferred* kitchen-laundry in America. Whether your homes are in the low, medium or custom price range, General Electric has the kitchen to light up a customer's eye . . . turn hesitation into a signature on the dotted line.

What's more, General Electric has a Custom Kitchen Design specialist who will work with you to plan, from a wide variety of exciting

models, styles and colors, just exactly the perfect kitchen for your special needs.

Style, beauty, versatility, dependability . . . plus the prestige of the General Electric name . . . that's what a General Electric kitchen-laundry means to your prospects.

More than half of the women interviewed in a recent survey preferred General Electric home appliances above all other appliances.

## You get more than sales appeal from a General Electric Kitchen

You get a builder bonus in every General Electric home appliance you install.

### BONUS:

**You spend less on labor and installation.** General Electric's "Straight-Line" appliances make the most of your available kitchen space. They fit in easily with surrounding cabinets for an expensive built-in look.

### BONUS:

**Hard-hitting pre-sell program.** You get a complete merchandising program, along with sit-up-and-take-notice advertising and publicity to bring prospects through the door of your Model Home. The more prospects . . . the more sales.



To find out more about General Electric Kitchens, clip and send this coupon today.

★ ★ ★

Don't forget the Medallion Home Program . . . an added Bonus for you. Ask your distributor about it.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

### BONUS:

**Product available locally.** 100 General Electric distribution points in every part of the country insure you quick delivery . . . scheduled to your convenience. No long waits and waste of time. No early storage headaches.

### BONUS:

**No service responsibilities.** Once your appliances are installed, all product service becomes the responsibility of your General Electric dealer or distributor. No appliance repair or maintenance worries for you!

For information, mail coupon to:  
General Electric Co., Home Bureau,  
Appliance Park, Louisville 1, Ky.

Have your local General Electric builder sales representative contact me.

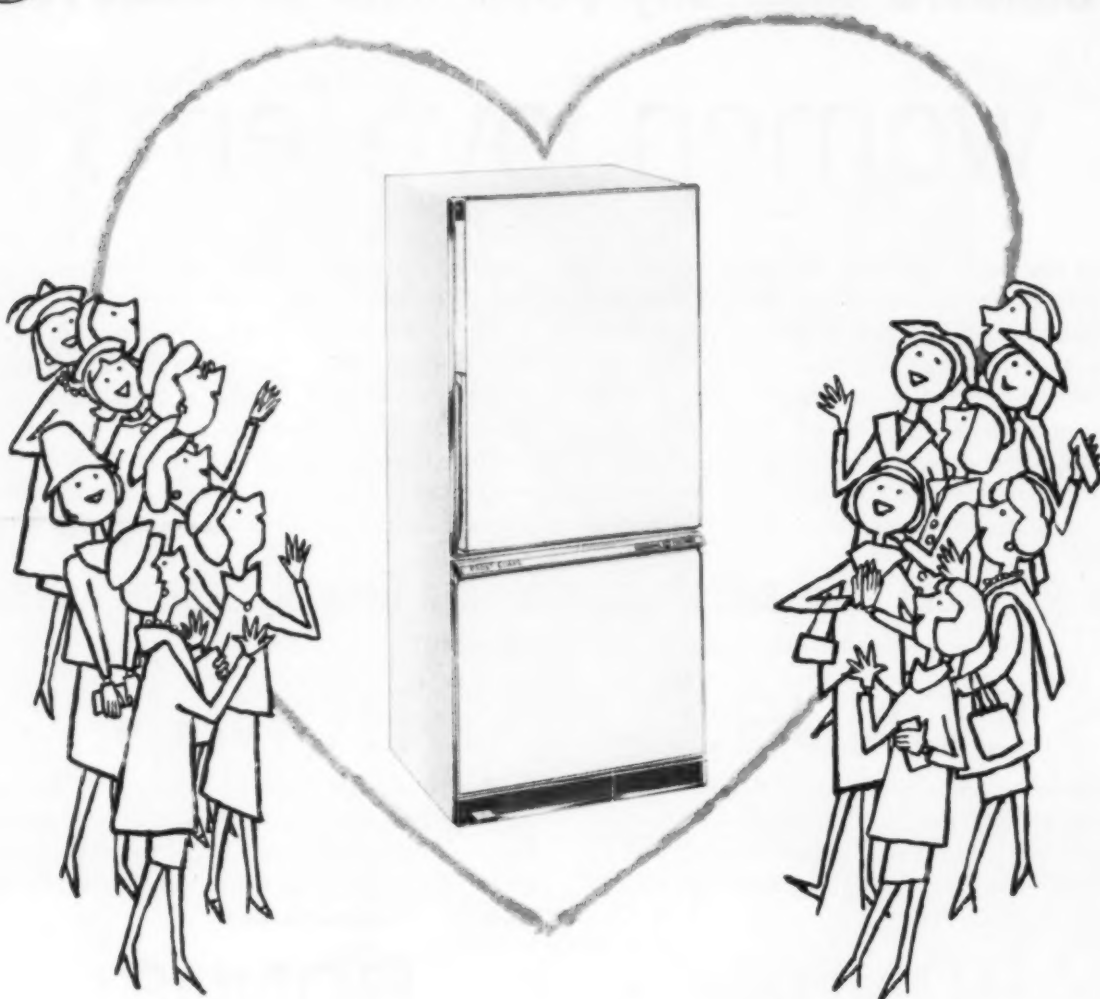
NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



Mark of Quality your customers recognize



## More...and more women want a G-E Refrigerator

According to a recent survey, General Electric is the number one name in the home appliance field—and by a big margin. Could be the fact that General Electric makes such a broad line of refrigerators—many sizes, many prices, all with convenience-features the ladies obviously like. Could be General Electric's dependability—6 million refrigerators in use ten years or longer. Could be you're making sales the hard way if you're not including a General Electric Refrigerator in your homes. Your General Electric Distributor will show you how easy it is. Call him now.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

Household Refrigerator Dept., Louisville 1, Ky.





Custom Double Oven JC28; JH96 Hood, with Sensi-Temp Control; JP86 Cooktop.

## General Electric's new built-in ranges for 1961



*The mark of quality your customers recognize.*

**New Hoods . . . with Eye-Hi Control System, Color-Matched Panel.** Now there are three General Electric hoods for '61 . . . two of them with surface unit controls that line up at eye-level with oven controls—to form a handsome, coordinated cooking center. News, too: smart-looking removable Mix-or-Match color inserts that let hood control panel blend or contrast with the rest of the unit. (Hood colors: Coppertone or Aluminum).

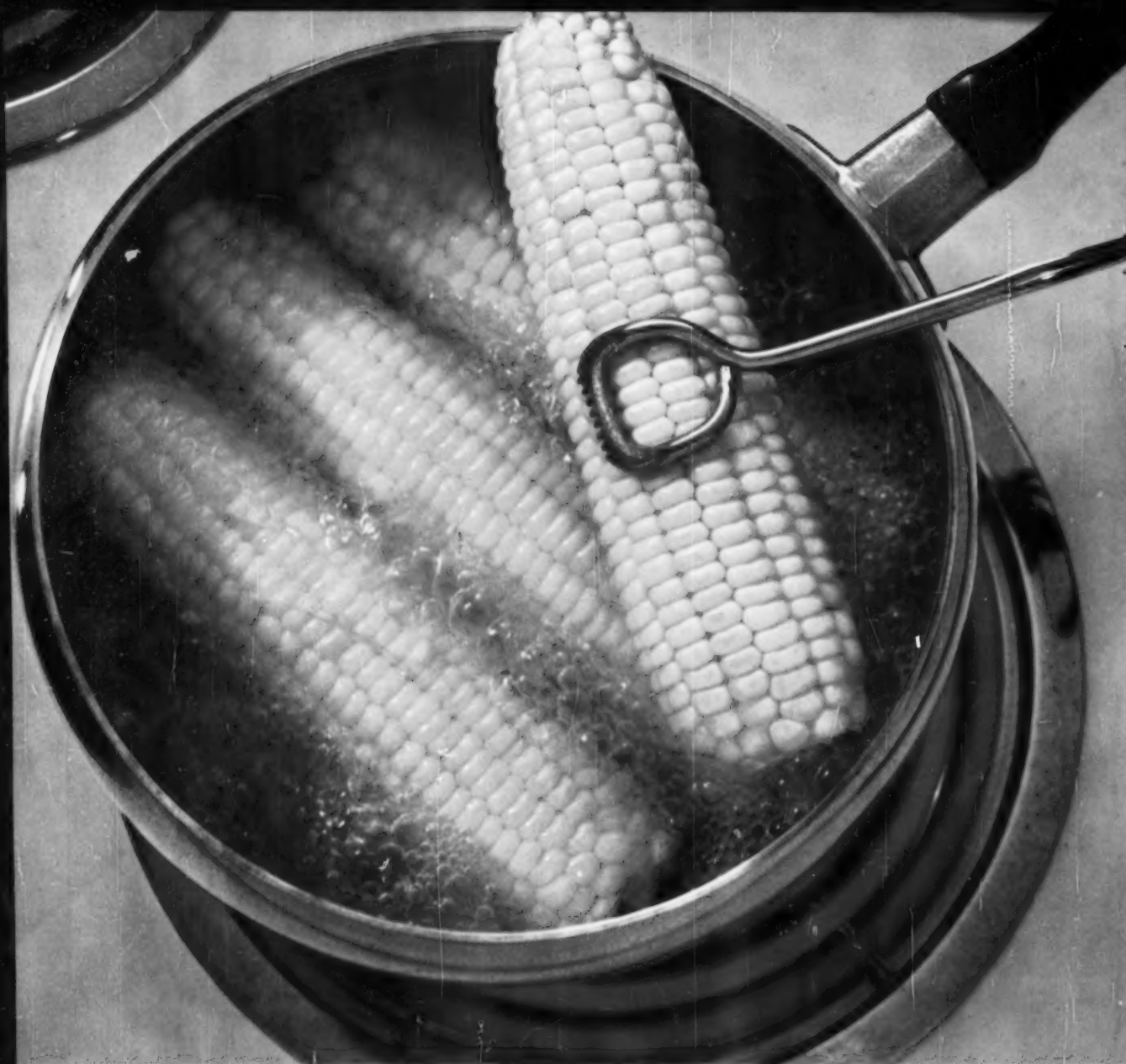
Shown above—the Deluxe ventilating hood with the added feature of a SENSI-TEMP® dial to regulate the new 3,200-watt ultra high speed SENSI-TEMP unit, of the sister surface plate. Note, too, the deluxe piano-key-type push buttons . . . the switches that control the fluorescent lamp and a powerful new fan.

**New "Dinner Dial" Oven Controls.** Here's a feature your customers will really go for. General Electric's exclusive new "Dinner Dial" controls on the new Custom oven line. Easiest-to-use oven controls of all, there are two sets of Dinner Dials on the double-oven models.

\*Trademark of General Electric Co.



Close-up of Dinner Dials.



## The new Sensi-Temp automatic surface unit is faster than ever for 1961!

**Ready Set GLOW!** General Electric's 3,200-watt Sensi-Temp surface unit brings 2 cups of water to a boil in 130 seconds! Now there's almost instant heat on the new ultra high speed Sensi-Temp unit. Here's all the heat food can use, combined with the most accurate automatic control on any range—so that high . . . or low . . . the heat holds evenly . . . with slim chances of scorching, burning, or boil-over.

The new Sensi-Temp's three-coil control allows this automatic unit to be used as a 4, 6 or 8-inch unit. No wasted heat, ever. No wasted time "pot-watching"

either. Sensi-Temp's made for walk-away cooking.

Wonderful Sensi-Temp. Accurate Sensi-Temp. With the high, fast heat that proves General Electric has the range of the year!

Here's your 1961 speed story to accelerate every home-buyer's interest; a heat story to warm every homemaker's heart. Combined with the new style and control system story, General Electric cooking centers become irresistible. General Electric . . . the mark of quality your customers recognize, the mark of quality that helps sell your homes.





## Great combinations in General Electric ovens, cooktops and hoods

Custom-styled or Deluxe, in glowing Mix-or-Match colors, there's a General Electric built-in range combination, a type control, to suit every customer need. And remember that this year, there are *three* models of exhaust-fan hoods to choose from.

Here's a sampling of models in various combinations. Notice the new features: Dinner Dials, a combination surface unit-exhaust hood unit, Eye-Hi Controls, ultra high speed Sensi-Temp, wide-opening ovens, grey oven liners in *all* ovens, larger tinted see-through windows, wonderful new cleanability. And, of course, such popular General Electric features as an automatic rotisserie that barbecues a 20 lb. roast, and the built-in meat thermometer which sounds a buzzer when meat is ready.

For more information, plus specifications and plans for installations shown, write: Range Department, General Electric Company, Building 2, Appliance Park, Louisville 1, Kentucky.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



1 Single Custom Oven JC12, Cooktop JP84 with remote controls on Hood

2 Deluxe Double Oven JD24; Cooktop JP85, with remote control.





in Hood JH94

# 1

Single Custom oven featuring Eye-Hi Dinner Dials, with removable control knobs that make the glass-faced control panel easy to wipe clean. Chrome trim on side of doors for extra elegance. Deluxe cooktop has four Calrod® units (one is new 3,000-watt unit). Push-button controls for cooktop are mounted at Eye-Hi level on hood. Hood has incandescent lamp, quiet-running centrifugal exhaust fan. Top or rear exhaust. Integral dampers.

# 2

Deluxe double-oven with new, larger, see-through window, tinted to conceal oven interior when oven is not illuminated. Grey oven liner and attractive control panel. Cooktop has four Calrod® units with the remote control mounted within easy reach.

# 3

The low-priced oven-cooktop-hood combination in the General Electric line—but look at the eye (and buy) appeal! Single Deluxe oven. Cooktop with sink rim design and two six-inch, two eight-inch units. Hood in Coppertone or Aluminum with top exhaust and fan switch and incandescent light switch mounted at eye level. Powerful exhaust fan moves 47% more air than last year's model. Cabinets throughout are by General Electric.

**3** Deluxe Oven JD12, Cooktop JP76, Hood JH92



neat, sweet  
and smart...  
the new-idea  
Mark 27

*Custom-built look, but so  
easy to install*

**Inspiration for decorators . . .** that's the smart and versatile Mark 27, the compact range with high-style adaptability. Fits between or alongside cabinets, and even in island installations. The handsome, handy recessed top continues to make news; builders like its unique, easy-installation features . . . only one unit to install, one control to connect. Space requirements are only 27" in width, 24" in depth. Saves you space, time and labor for sure!

And, of course, the Mark 27 boasts these famous General Electric pride-and-joys: big-capacity oven, removable oven door, focused heat broiler, automatic oven timer, Minute Timer and push-button controls. A whole range of decorator Mix-or-Match colors, plus white and coppertone.



*The mark of quality your  
customers recognize*

**Special all-in-one model:** The Mark 27 pictured at lower right is the new all-in-one version *you* asked for . . . the easiest of all for you to install. This is the JM61, with the controls on the range itself. Just slide this range into position and connect. It's as easy as that.



Model JM66



Above, Model JM66

Below, Model JM61



CI

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\*Trade



## Cleanability-plus

General Electric's self-cleaning, swing-up Calrod® units now have Tilt-Lock hinges—so they'll *stay* up while other parts are being cleaned. The reflector pans are removable, and a brand-new one-piece, removable trim ring can be lifted off and washed at the sink.



The removable oven door, as well as "arms-length" oven depth, make oven cleaning easy . . . especially easy because General Electric features a smooth oven liner . . . no "seams" or cracks where grease or dirt can hide. "Starlight Grey" oven liner and the tinted window conceal the interior when the oven light is off. With a lick and a promise General Electric ovens, cooktops and hoods stay beautiful as new.

## All this and Partio Cart, too

Here's one of the greatest sales promotion ideas since the patio itself. The Partio Cart\* is a complete outdoor cooking center on wheels. It's an electric range on one side, a charcoal barbecue on the other . . . a serving bar on top and on both sides. There's even a gay umbrella (optional) to top it off. Rolls easily on four rubber-tired wheels. A Partio Cart, on patio, porch or terrace of your model home, is a real attention getter!

\*Trademark of General Electric Co.



*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



Range Department, General Electric Company, Building 2, Appliance Park, Louisville 1, Kentucky.





The unit is hidden behind the picture.

## Only from General Electric... room air conditioners that fit, not fight, your customers' decorating schemes

See how attractive "decorator baffles" in these pictures completely conceal General Electric Built-Ins.

Designed specifically for home builders for through-the-wall installation. Inside, the General Electric Built-In can be installed high or low in the wall to blend with any décor. Outside, the neat aluminum grille enhances any style architecture.

It becomes part of the wall. The case is exactly as high as two building blocks, six courses of standard brick or five courses of jumbo brick. Case fits between a standard two-stud width.

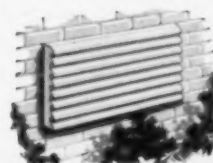
No expensive ductwork or plumbing are needed. This means a General Electric Built-In Room Air Conditioning system costs less than most central systems and offers individual room control.

General Electric Built-In room units are available in 6,500 and 10,000 BTU\* capacities with your choice of aluminum or steel case, stamped or louvered aluminum outside grille.

Installation sleeves also are available for building in three heat pump air conditioners for cooling and heating; and five high-capacity units ranging from 9,500 to 18,000 BTU's. There's a General Electric Room Air Conditioner for every cooling problem. See your General Electric Representative.

\*Capacities are tested and rated in compliance with NEMA Standard CN1-1960, and are stated in terms of British Thermal Units.

**GENERAL ELECTRIC BUILT-IN THINLINES ARE EASY TO INSTALL**



The case becomes part of the wall during construction. The unit slides into the case later. Or slides out just as easily, for servicing. That's all there is to it.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



**PAINT THE BAFFLE...**



**PAPER IT...**

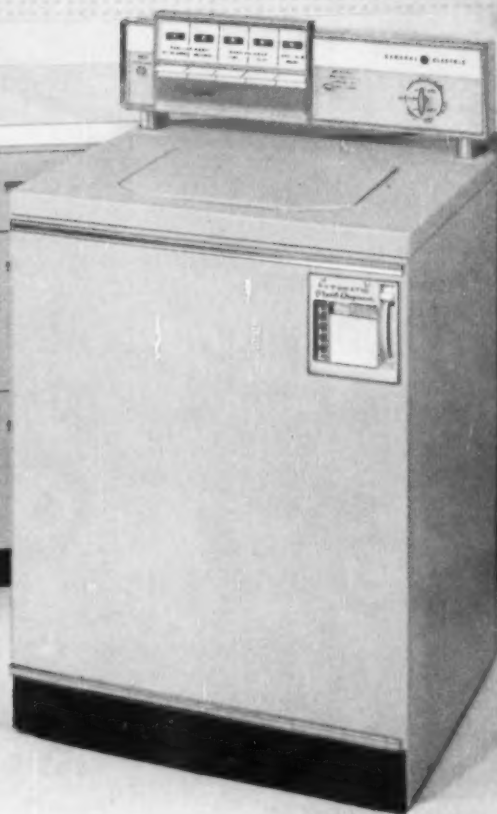


**OR PANEL IT**

Room Air Conditioner Department, General Electric Company, Louisville 1, Ky.



**THIS IS THE  
YEAR TO PUT  
A GENERAL  
ELECTRIC  
WASHER  
RIGHT  
HERE!**



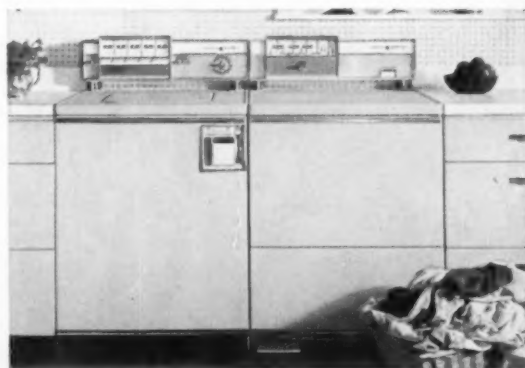
**General Electric Filter-Flo® Washers fit like 'built-ins'!**  
1961 line saves almost a half foot in depth...fits flat against  
the wall...yet washes a 12 lb. bigger-than-ever load!

The new General Electric Filter-Flo Washers take less space, yet wash a full 12 pounds. That's 20 percent more capacity, compared to previous models.

Hoses and plumbing connections are recessed in cabinets so the machines fit like 'built-ins,' flat against the wall. All are counter height (36") and depth (25"); make an easier, better looking installation. Pre-Set Water Level Selector for small, medium or large loads.

Matching High-Speed Dryers, of course. Why not look at the wide selection and at the Combination Washer-Dryer before deciding what to install in homes you are building?

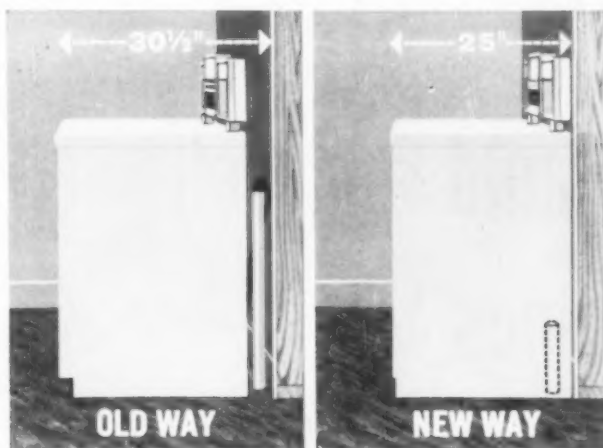
For full details on General Electric Filter-Flo Washers ideally suited for home builders, write to General Electric Co., Bldg. 1, Room 207D, Appliance Park, Louisville 1, Ky.



General Electric Filter-Flo Washer with matching High-Speed Dryer available in colors or white.



## What a tremendous difference where space is important!



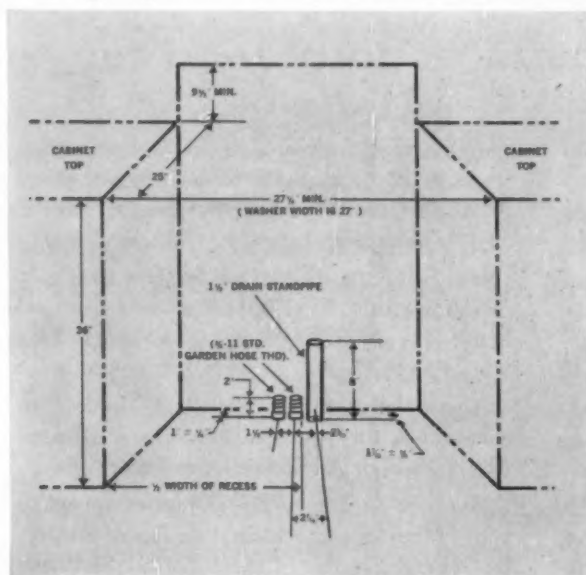
This graphically illustrates how you save almost 6" in depth regardless of where the General Electric Filter-Flo Washer is installed. As a builder you know how important this is.

Remember, too, that the new counter height and depth and 'built-in' feature make General Electric Washers ideal for kitchen or other living area installation.

You also know the value of quality names in appliances, fixtures, heating systems and home furnishings. And there is no more reputable name in the entire appliance field than General Electric!

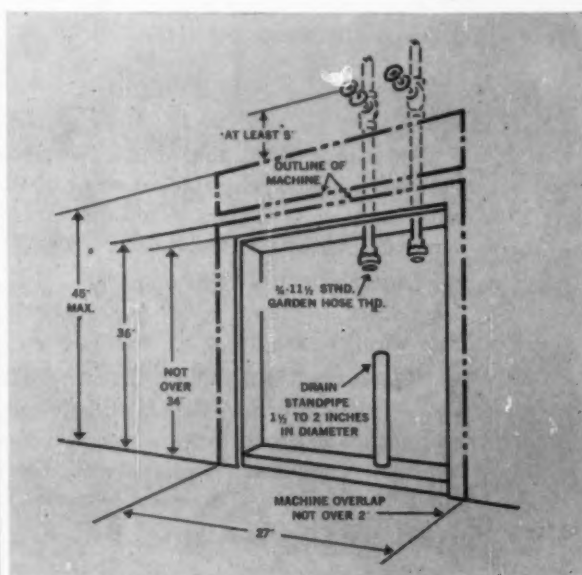


### Roughing-in dimensions for flat-to-wall installation



**For non-recessed wall installations.** (left) This General Electric Filter-Flo Washer may be installed flush-to-wall, as illustrated above, with special Installation Kit available from General Electric distributors. The kit contains drain hose, drain air-brake and complete instructions for installation.

**For recessed wall installations.** (right) Recessed wall installations may be done as shown above. Here no special kit is required.



Both types of installation are easy, neat and attractive. When installed, this new General Electric Filter-Flo Washer fits between standard counters to look like a custom job. It will add "sell" appeal—and increase the value of your house.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



*Make the "Mark of quality  
your buyers recognize" work for you*

# 4 reasons why it's easy to build and sell Medallion Homes equipped by General Electric

- 1. One source saves your time**—All the electrical supplies and appliances required to help you meet Medallion Home standards are manufactured by General Electric.
- 2. General Electric helps you plan**—You get expert assistance in all your planning—from wiring and lighting to kitchen design.
- 3. Homebuyers are sold on General Electric**—They know that General Electric products are loaded with extra features and convenience. They know that General Electric stands for quality and dependable service, too.
- 4. General Electric helps you sell**—right on your own doorstep. General Electric's going

plumb *local* with advertisements and promotion displays in 44 markets to help builders sell Medallion Homes equipped by General Electric.

As a builder of these homes, you'll also reap the benefits of a mighty cooperative merchandising program, local publicity assistance and many "on site" sales aids customized to help you sell your homes in your own community.

Make the National Medallion Home Program work for you. Call your local General Electric Major Appliance Distributor today.

See how electricity can add sales appeal to your homes. See the Medallion Home Exhibit by General Electric at the N.A.H.B. Show.

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC

Residential Market Development Operation, General Electric Company, Appliance Park, Louisville 1, Kentucky.



*Vina-Lux*® FLOORS  
add value to your homes...  
yet cut construction costs

The luxurious look of Vina-Lux vinyl asbestos tile plus its grease resistance and easy-cleaning qualities help increase the appraisal value and sale-ability of your homes. But that's not all...

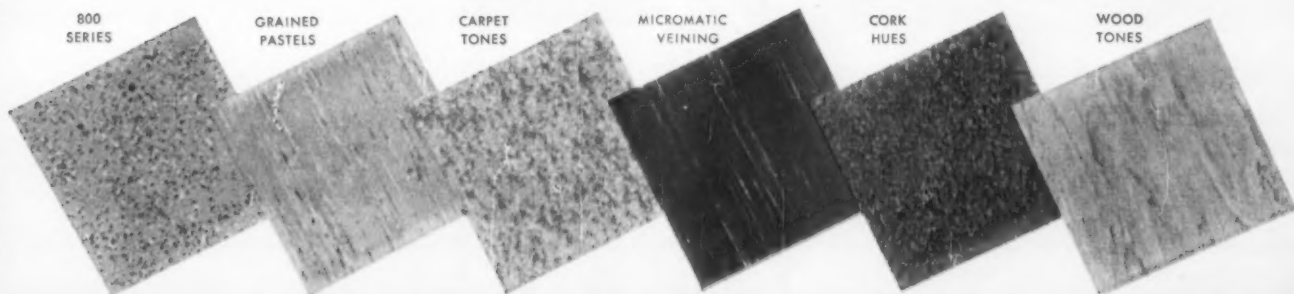
Vina-Lux actually reduces construction costs because it can be installed quickly and easily on or below grade over concrete slab — today's lowest-cost construction method — or over wood or plywood sub-floors.

Samples of nationally-advertised Vina-Lux, a model home merchandising kit, and idea-packed "Vina-Lux Floor Styling Handbook" are yours free. Write today!

**AZROCK FLOOR PRODUCTS DIVISION**  
*Specialists in the manufacture of vinyl asbestos tile and asphalt tile flooring*  
UVALDE ROCK ASPHALT COMPANY • 541A FROST BANK BLDG. • SAN ANTONIO, TEXAS



*Over 50 colors and a style for every builder requirement*



# see the 20th CENTURY



## 1200 SQ. FT. — 3 or 4 BDR'S — 2 BATHS..

Housing's Great Breakthrough of the 20th Century



No. 1—Production line  
20th Century Plant



No. 2—Basement foundation



No. 3—8:00 A.M.  
Section #1 placed



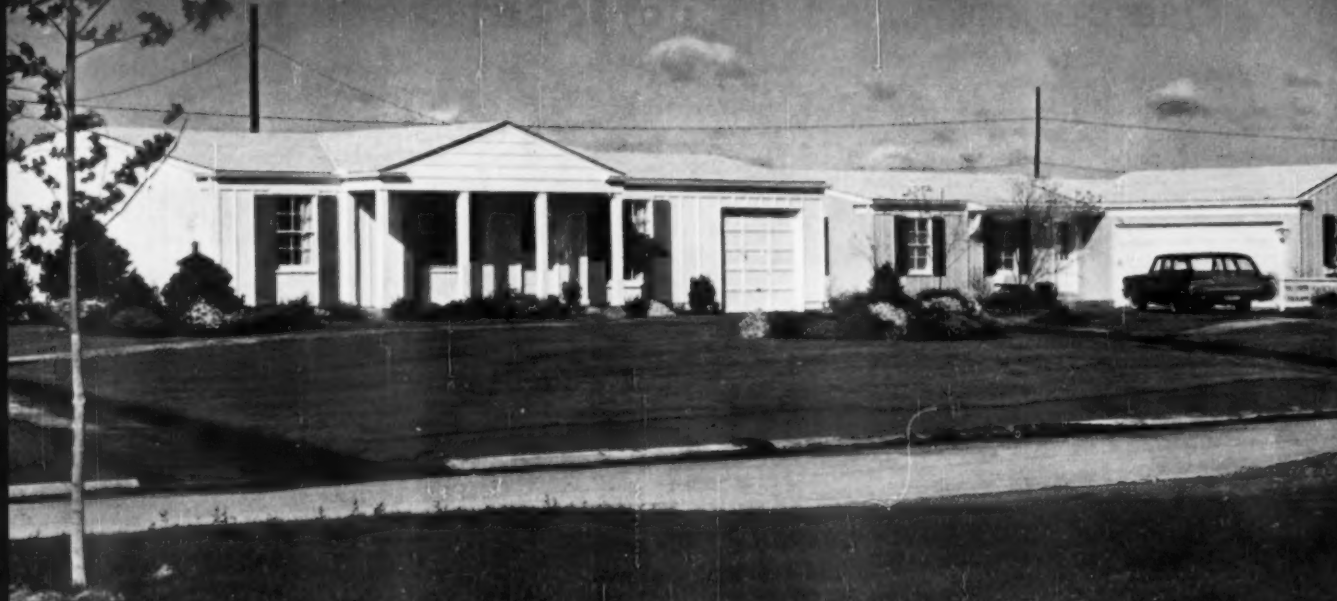
No. 4—8:45 A.M.  
Section #2 placed



No. 5—9:30 A.M.  
Section #3 being picked up



# at the NAHB show . . .

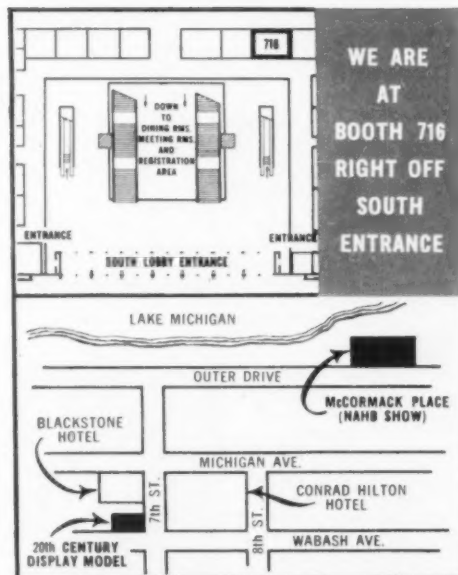


## COMPLETED IN ONE DAY. \$8950

### 20th Century Highlights

- Completely erected in one day ready for occupancy on builder's foundation.
- By 20th Century's own erection organization at firm price to builder—\$8950\*.
- Finished cost \$1500 — \$2000 under comparable houses in most markets.
- 90% conventional mortgage financing plan for purchasers in most areas. Buyer's payments start 6 months from occupancy.
- Complete sales and promotional program including advertising and display model furniture.
- No cash invested in houses in process — all payments disbursed from closings on pre-sold program.
- Crawl space or basement models.
- Wide architectural variety in colonial styling.
- Quality ponderosa pine colonial windows, doors and millwork.
- Long lasting DuPont acrylic exteriors.
- Large family room-kitchens . . . separate dining rooms.
- Luxurious beam ceiling living rooms.
- Aluminum sliding patio doors.
- Luxury walnut furniture finish cabinets and interior doors.
- Mosaic tile bath — pure vinyl floors.
- Formica kitchen counters — pure vinyl floors.
- Built-in range and oven.
- Indirect lighting.
- Optional wall-to-wall DuPont nylon carpet with 5 year warranty.

\*Plus State Sales Tax where applicable



No. 6—10:00 A.M.  
Section #3 being placed



No. 7—5:00 P.M.  
Classic model complete

Please have your representative call on me with complete details of the 20th Century Program

Name \_\_\_\_\_ Address \_\_\_\_\_ Phone \_\_\_\_\_

I am interested in Project Building ☐ "On Your Lot" Operation ☐

I have been building \_\_\_\_\_ homes per year in the \$ \_\_\_\_\_ price range.

I presently have \_\_\_\_\_ developed lots available.

Mail to: 20TH CENTURY HOMES • 2001 N. Westwood, Toledo 7, Ohio

AB-1

# 1200 SQ. FT. — 3 or 4 BDR'S — 2 BATHS...

## Housing's Great Breakthrough of the 20th Century



No. 1—Production line  
20th Century Plant



No. 2—Basement foundation



No. 3—8:00 A.M.  
Section #1 placed



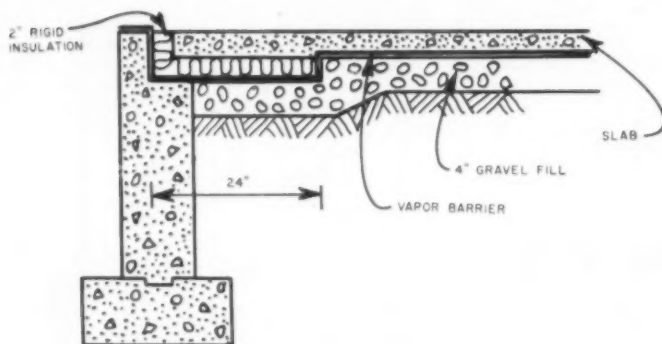
No. 4—8:45 A.M.  
Section #2 placed



No. 5—9:30 A.M.  
Section #3 being picked up

### ASK THE EXPERTS

## Use perimeter insulation, to cut heat loss



How to minimize heat loss  
in slab-on-grade construction

**QUESTION:** What are the objections to using slab-on-grade construction in the Northeast? I've been led to understand that owners complain about cold floors unless radiant heating is installed in the

foundation system.

Can you give me some idea of proper construction and procedure for this type of floor, especially in regard to insulation? Also, how can a forced warm air heating system be adapted for use with slab-on-grade? Is it necessary to use an attic distribution system?

**ANSWER:** There is no real objection to using slab-on-grade where the slab is properly insulated.

The greatest amount of heat loss occurs through the edge of the slab, and it is here that insulation can really make the difference. The slab should be cut off from direct contact with the foundation and the ground by a 2" perimeter strip of rigid insulation—expanded polystyrene or cork—which also runs back under the slab for 24". A vapor barrier should be placed over 4" to 6" of gravel fill, thus cutting off moisture penetration from the ground to the slab above.

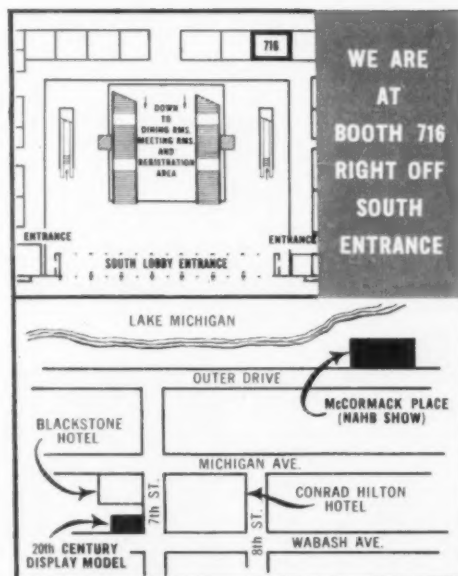
If a buried pipe or cable radiant heating system were to be used, it would be advisable to cover the entire area under the slab with rigid insulation.

In an in-slab forced warm air distribution system, the supply and return ducts are simply buried in the slab. (See Ramsey and Sleeper

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- Mosaic tile bath — pure vinyl floors.
- Formica kitchen counters — pure vinyl floors.
- Built-in range and oven.
- Indirect lighting.
- Optional wall-to-wall DuPont nylon carpet with 5 year warranty.



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Classic model complete

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Name \_\_\_\_\_ Address \_\_\_\_\_ Phone \_\_\_\_\_

I am interested in Project Building ☐ "On Your Lot" Operation ☐

I have been building \_\_\_\_\_ homes per year in the \$ \_\_\_\_\_ price range.

I presently have \_\_\_\_\_ developed lots available.

Mail to: 20TH CENTURY HOMES • 2001 N. Westwood, Toledo 7, Ohio

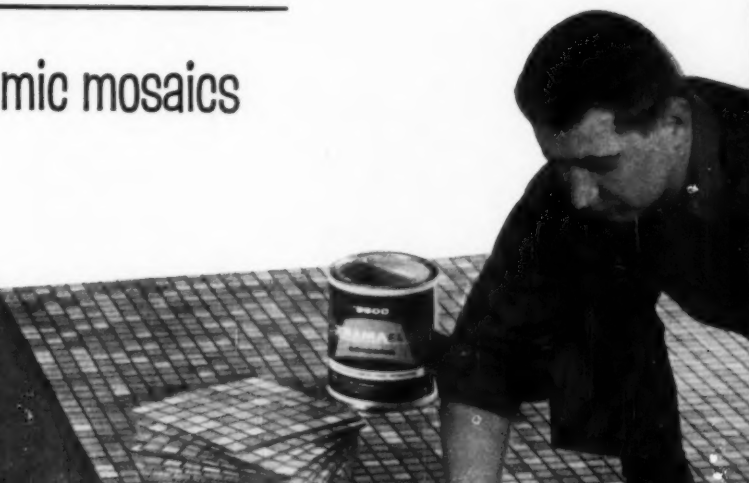
A B-1

## New floor tile discovery from Romany·Spartan...

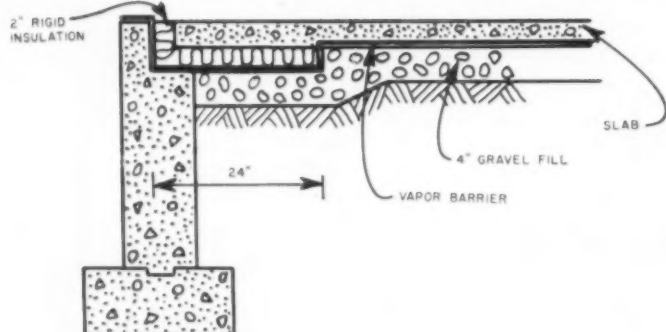
# CERAMAFLEX\*

## rubber-cushioned ceramic mosaics

## in 9" squares



# Use perimeter insulation, to cut heat loss



How to minimize heat loss in slab-on-grade construction

**QUESTION:** What are the objections to using slab-on-grade construction in the Northeast? I've been led to understand that owners complain about cold floors unless radiant heating is installed in the slab. But this strikes me as being so expensive as to offset any cost advantages of the slab-on-grade

foundation system.

Can you give me some idea of proper construction and procedure for this type of floor, especially in regard to insulation? Also, how can a forced warm air heating system be adapted for use with slab-on-grade? Is it necessary to use an attic distribution system?

James McKenla  
Builder  
Mechanicsville, N. Y.

**ANSWER:** There is no real objection to using slab-on-grade where the slab is properly insulated.

The greatest amount of heat loss occurs through the edge of the slab, and it is here that insulation can really make the difference. The slab should be cut off from direct contact with the foundation and the ground by a 2" perimeter strip of rigid insulation—expanded polystyrene or cork—which also runs back under the slab for 24". A vapor barrier should be placed over 4" to 6" of gravel fill, thus cutting off moisture penetration from the ground to the slab above.

If a buried pipe or cable radiant heating system were to be used, it would be advisable to cover the entire area under the slab with rigid insulation.

In an in-slab forced warm air distribution system, the supply and return ducts are simply buried in the slab. (See Ramsey and Sleeper "Architectural Graphic Standards" for details.)

Ed.

Where to get information on how to insulate cabins for winter use

**QUESTION:** I am planning to build a camp on the shore of Lake Champlain. I am wondering about the question of insulation of the cabins should they be used in winter. The T&G roof boards will serve as an exposed ceiling so it is impossible to use conventional batt insulation. Can you suggest some alternatives, and sources for information on winter insulation?

James Sykes  
Developer  
S. Burlington, Vt.

**ANSWER:** If you intend to use the cabins in wintertime, they should be insulated. Instead of a single layer of tongue and groove planks for your ceiling, you might consider a sandwich of batt insulation between two layers of planking, or rigid insulation fastened to the planking from below.

For some general information on insulation and insulating materials, see American Builder, June '60, page 166; or write to the Small Homes Council, Univ. of Illinois, Urbana, Ill. for booklets F6.0 and F6.2 (15¢ ea.). For plans of vacation cabins, write the Douglas Fir Plywood Ass'n, 1119 A Street, Tacoma 2, Wash.

Ed.

Cure for a sweating floor: nailing strips and new plywood flooring

**QUESTION:** A customer of mine has a sunporch approximately 18' square attached to the south side of his house. The walls are regular windows on an enclosed rail 2'-6" from the floor. A hot air heat duct has been installed from the house through the box sill as the floor is one riser below the house floor. There is no cold air return.

The floor is concrete with a hard troweled finish in color and not less than 14" above grade; on the south side it is more. I assume the floor is 4" thick and poured on a gravel fill.

The problem is a sweating of this floor to the extent that it will get slimy and moldy.

Can you tell me how this condition can be corrected? It is not objectionable to raise the floor line two or three inches if insulating concrete would be the answer.

Edward Warren  
Builder  
Sheffield, Mass.

**ANSWER:** If your customer does not object to the raising of the floor line, we would recommend that you nail 1x2 wood furring strips on top of the present floor and attach new plywood flooring on top of these

furring strips.

If the sweating is quite extensive, you may use 2x4s instead of the 1x2 furring strips, thereby increasing the air space. The space between the present floor and the new plywood flooring should be left open, rather than filled up with some kind of insulating material. This is more economical and will do just as much good.

We would also suggest your installing a cold air return in the room since the heating system cannot function properly without movement of air and that is not accomplished if no cold air return is available.

George A. Kennedy  
Structural Engineer  
Chicago

Do you have a construction problem?

Write to:

Ask the Experts  
c/o American Builder  
30 Church Street  
New York 7, N. Y.



New floor tile discovery from Romany·Spartan...

**CERAMAFLEX\***

rubber-cushioned ceramic mosaics

in 9" squares

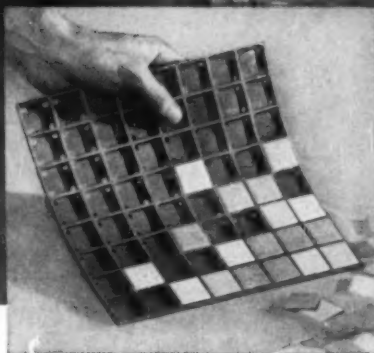
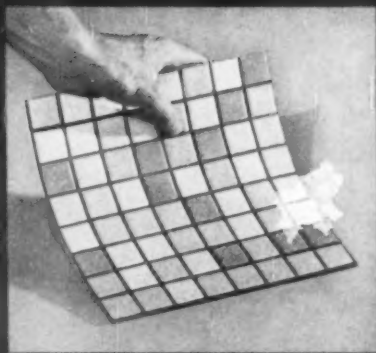


Plate No. 1099

### It's flexible and resilient!

Ceramaflex, because of its unusual flexibility, adjusts automatically to minor imperfections in sub-floor. But the rubber grid which makes this possible serves other functions, too. Ceramaflex floors are quiet because they are mounted in *resilient* rubber which acts as a cushion between the ceramic mosaic tiles and the sub-floor, and they are easy on the feet. Heavy furniture and appliances will not dent the surface.

### Tiles are mounted in rubber pockets!

Each of the 64 ceramic mosaics that make up one 9" x 9" unit is permanently bonded in a pre-formed rubber grid. Because the edges of Ceramaflex 9" x 9" units are beveled, they lay up so tightly that joints are unnoticeable in the finished job.

### So easily installed!

Because Ceramaflex is pre-grouted, installation is simple and fast. It's ready for use the instant it's laid. Ceramaflex is installed with a special adhesive as quickly and easily as conventional resilient floor tile. It can be installed satisfactorily on or below grade as well as above grade, over proper sub-flooring. Simple, rapid installation results in application cost substantially lower than that of conventional ceramic mosaic floors.

**To you, Mr. Builder,** Ceramaflex can be a powerful sales tool. This labor-saving, high quality product embodies all the most-wanted qualities of ceramic tile, plus *two important additions*: floors that are both *quiet and easy on the feet!* This makes resilient Ceramaflex ideal for kitchen and family room as well as bath, entrance hall and utility room. You're well aware of customer preference for ceramic tile in the bath. Now—try Ceramaflex in other rooms, too, and see how promptly and enthusiastically your prospects respond.

Ceramaflex is as *new as tomorrow*. If samples and product data are not available through your tile contractor, write for Bulletin RS-228. United States Ceramic Tile Company, Dept. AB-12, Canton 2, Ohio.

\*Trade Mark. Ceramaflex is the exclusive product of United States Ceramic Tile Company.



**UNITED STATES CERAMIC TILE COMPANY**



**CERAMIC TILE**

### PRODUCT DATA

**CONSTRUCTION.** Made of Romany·Spartan unglazed 1" x 1" ceramic tiles which are securely bonded in a flexible rubber grid.

**DIMENSIONS.** Ceramaflex flooring units are 9" x 9" squares...and 1/2" thick. Each Ceramaflex floor unit is composed of 64 ceramic mosaic tiles approximately 1" x 1".

**FINISH.** The surface of Ceramaflex is sealed at the plant with a protective coating to prevent wearing-in of dirt and grime.

**COLORS.** Random medley patterns in twelve handsome color combinations.

# HOMASOTE PRODUCTS

**cut your building costs!**



HERE  
IS ONE  
EXAMPLE  
OF  
MANY!

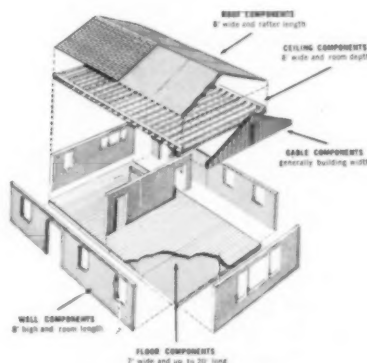


**HOMASOTE G-V-S**  
saves you \$175 or more  
(on the exterior walls for a house 26' x 36')

Whenever you cut the price of a house by \$175, you increase the number of potential customers. If you cut the down payment substantially, many more people can afford to buy.

Homasote can help you cut your costs—either step by step or in terms of the whole structure. Both the size of the Big Sheets (up to 8' x 14') and their *weatherproofness* save you money at every point. Moreover, they permit uses not possible with other materials.

The major facts about each product are presented in briefest terms—on a colorful Nutshell Card (as pictured above). Handy reference figures—such as nail lengths—are included. Ask your Lumber Dealer—or write us—for a set of these cards. Each shows you where you can save money at some point of construction—and still give the home owner higher quality, finer appearance and more lasting satisfaction. And—be sure you always have available a copy of the latest edition of the 72-page Homasote Handbook. Kindly address Department A3.



To widen your market, reduce your down payment! Send for fully illustrated 8-Page Brochure showing how your use of Precision-Built Components can cut your building costs by \$1,150.00 on a 3-bedroom house of 1040 sq. ft.

**HOMASOTE COMPANY**  
TRENTON 3, NEW JERSEY

Homasote of Canada, Ltd. • 224 Merton Street • Toronto 7, Ontario

# All New *Rangaire* for '61



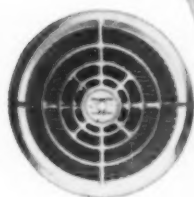
## New-RANGAIRE RADIO-INTERCOM

Beautiful styling plus unsurpassed tone quality turn the head and heart of home buyers everywhere. Complete range of models—from simple AM radio-intercom to gorgeous built-in stereo—all priced to make installation profitable and practical.



## New-RANGAIRE ELECTRIC BATHROOM HEATERS

Beautiful decorator styling for safe ceiling installation. Calrod unit combined with circulating fan provides instant even heat. A beautiful accent in your bathroom to please your prospects. Two handsome models.



## New-RANGAIRE VENTILATING FANS

For wall or ceiling installation—answers the need for practical economical ventilation in kitchen or bath. Sparkling finish and contemporary design. Competitively priced.



## RANGAIRE KITCHEN RANGE HOODS

Smart, space-saver design that harmonizes perfectly with any kitchen decor. Baked enamel finish color-matches most major appliances. Permanent aluminum filter. Complete range of sizes, prices, and models to choose from.



*with the Accent on Elegance  
and Decorative Design!*

Even a quick glance tells you—the clean, simple, smartly styled lines of these wonderful Rangaire products have just the quality every home buyer looks for. Product dependability, wide selection of models, styles, colors, and competitive prices have made Rangaire a popular favorite with builders across the nation.

Add that final touch of quality that helps you sell your homes—build with Nationally Advertised Rangaire. Send for literature on Rangaire's complete line of Builder-Engineered products today and see how you can build better without increasing your costs.

Roberts Manufacturing Company, Cleburne, Texas Dept. A10

be  
sure  
to  
see!



Eljer's sensational exhibit in Booth 616 at the NAHB Convention and Exposition in Chicago from January 29 through February 2... it's *three stories high* and full of exciting new bath and powder room fixtures.

**ELJER** 

Three Gateway Center, Pittsburgh 22, Pa.





## Why Samara paneling by Weldwood adds exceptional sales value to your homes

**Genuine African hardwood!**—The matchless beauty and unique grain figures only Nature can produce.

**Costs even less than wood imitations!**—Costs just \$48, *retail*, for a full 12'x 8' wall—actually less than many printed "wood-grain" panels.

**10 decorator colors!**—Natural wood tones, from light to dark, and pastel shades offer you an easy way to give distinctive variety to your homes. Color shown is new Weldwood® Palomino Samara®.

**18-step fine-furniture finish!**—Brings out the wood's full beauty, preserves and protects the paneling—buyers can *feel* the difference. Cuts your installation costs, saves homeowners maintenance.

*Real wood's a natural—why settle for less?*

# WELDWOOD real wood paneling

JANUARY 1961

—Send for free new full-color booklet—

**United States Plywood** AB 1-61  
**55 West 44th Street, New York 36, N. Y.**

I want to see more full-color pictures of ways I can give my homes new buyer appeal. Please send me the new 28-page booklet, "Ideas For More Beautiful Homes With Weldwood Real Wood Paneling," showing Weldwood Paneling in many interesting idea rooms.

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selling remodeling ...

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### FIRE-CHEX

the finest composition roofing shingle made. The first to be granted U/L Class "A" Fire Safety Rating. The only roofing shingle in the industry fully guaranteed by bond for 25 years.

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### CERAMO

all the color and beauty of traditional siding with none of the headaches. Fire-proof. Termite-proof. Won't rot, can't fade. Never needs painting. Dirt simply washes away. In wood-grain shingles, smooth or random-striated clapboard.


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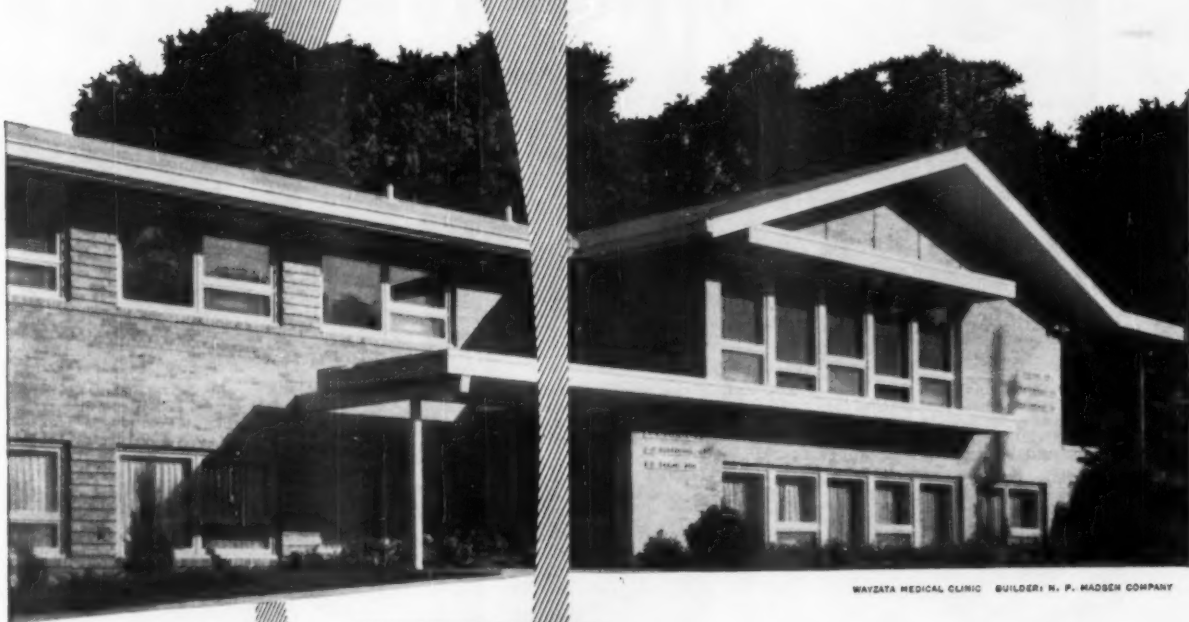


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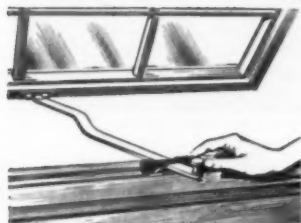
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**UNDERSCREEN OPERATOR**  
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**ROLSCREEN COMPANY**, Dept. MB2, Pella, Iowa  
Please send details on PELLA WOOD MULTI-PURPOSE and TWINLITE WINDOWS.

NAME \_\_\_\_\_

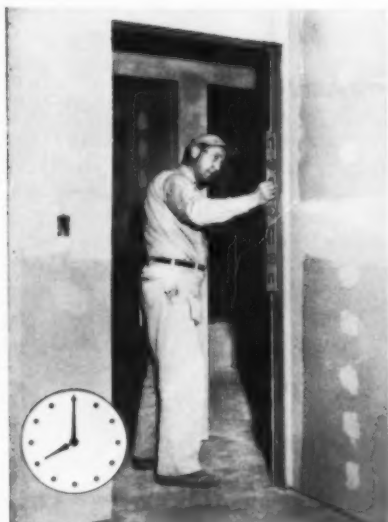
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CITY & ZONE \_\_\_\_\_

STATE \_\_\_\_\_

PELLA ALSO MAKES QUALITY WOOD CASEMENT  
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**8:00 a.m.** You are about to view a new, cost-saving, one man "K-D" frame installation for wood doors using Amweld Steel E-Z Frames. E-Z Frames are installed OVER  $\frac{1}{2}$ " drywall! First, the wood stud is checked for plumb.



**8:01 a.m.** Hinge jamb is placed in starting position and rotated to vertical. Lightweight sturdy 22 gauge, rust-resistant steel sections are easy for one man to handle.



**8:02 a.m.** Place header in starting position and rotate to horizontal position. Note trim hairline-mitered corner. Provides neat, professionally-finished appearance without on-the-job fitting.



**8:03 a.m.** Now strike jamb is placed into starting position and rotated to vertical position. Beveled profile of E-Z Frame harmonizes well with contemporary decor.



**8:04 a.m.** Spacer is positioned for parallel alignment of jambs. Overlapping design simplifies installation over drywall. All steel frame eliminates splitting and warping. No call backs.



**8:05 a.m.** Base anchors at bottom of jambs are nailed and the strike plate and rubber bumpers installed. No nail holes to fill . . . anchors covered by base molding.

**WATCH HIM BEAT THE "COST CLOCK" WITH E-Z FRAME, NEW STEEL FRAME FOR WOOD DOORS AND DRYWALL. 6 E-Z MINUTES TO INSTALL. NO MITERING, DRILLING OR FITTING. SAVE \$2.00 OR MORE PER OPENING. ANOTHER PROFIT-BUILDER BY**

**AMWELD®**

BUILDING PRODUCTS division of The American Welding & Manufacturing Co., Niles, Ohio

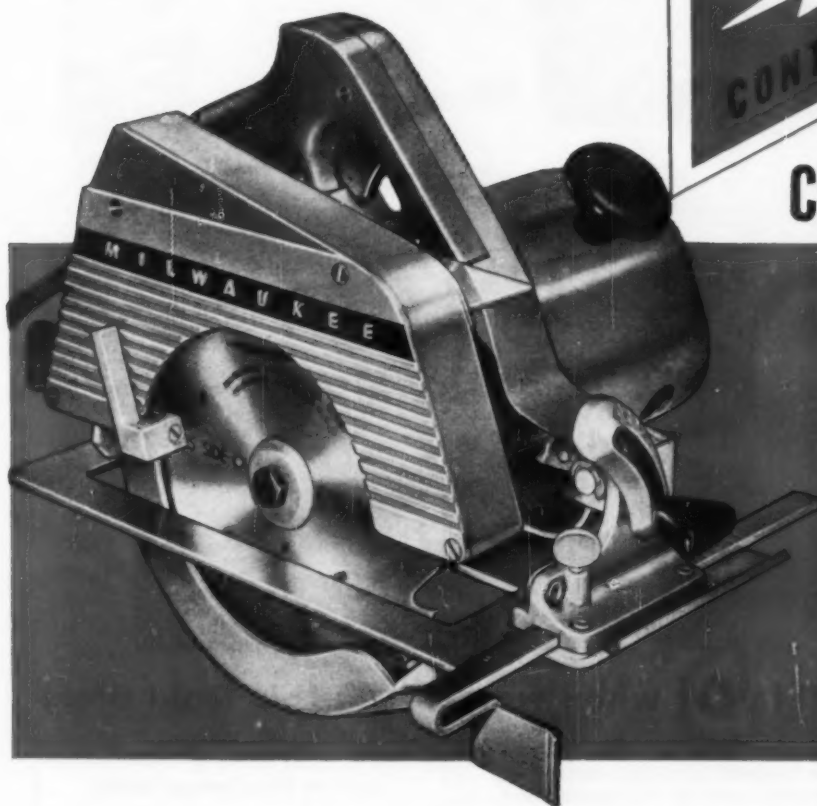
SEE E-Z FRAME AT THE NAHB SHOW  
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by Builders for Power,  
Cutting Speed  
and Accuracy



## Super-Powered CIRCULAR SAWS



No other circular  
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**ALL THESE FEATURES!**

Full 1½ HP at the blade

Exclusive coaster-brake clutch  
drive prevents kickback... pro-  
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One-piece wrap-around  
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No-slip, balanced grip.

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...There's no doubt about it... **MILWAUKEE**  
**Circular Saws are built for the builder! Here's why:**

They're precision-designed for greatest accuracy... super-powered for high speed, heavy-duty day-in-and-day-out use... and perfectly balanced for easier handling. They're rugged and functionally styled — with the capacity to handle any type of construction work faster and easier.

No other saws can match MILWAUKEE for dependability and quality. No other saws give you the performance advantages that pay off in superior workmanship and more profitable production.

See your MILWAUKEE Distributor or write for free copy of Bulletin SW-27.

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Available in  
**3 popular sizes —**  
**115 or 230 volts**

6½" Heavy-Duty Model - \$69.50

7¼" Heavy-Duty Model - \$79.50

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All models furnished complete with  
combination blade and rip fence. Also  
available with steel carrying case.

AO-102



Look under—Tools—Electric

# Look what Gas is building-in for you!



This is the Gold Star of Excellence! It serves as your guarantee of Quality. To win it, each range must be better in at least 28 specifications—more advanced, more automatic, more efficient, better designed. Only the finest ranges, regardless of maker, earn a Gold Star.

## Your houses will sell faster when women see this Gold Star!

**Built-in Selling Advantages** . . . Ranges built to Gold Star standards have the features women want: automatic roast controls, automatic burner controls, even automatic rotisseries! These features will help sell houses. Gold Star quality pays off in building your reputation, too—most women judge your whole house by details like this!

**Built-in Acceptance** . . . Both the manufacturers and local Gas companies, through the American Gas Association, are pre-selling Gold Star award-winning ranges to millions of TV viewers, to millions more who see page after page of beautiful 4-color ads in top national magazines. Local advertising and promotion too. A total of \$30,000,000 support.

**Built-in Cost Advantages** . . . Lower installation costs of Gas built-ins save you money. Lower use and upkeep costs with Gas appliances, make important savings for your home-owner-to-be . . . a big selling advantage. Call your local Gas Company for free help in planning better kitchens.

AMERICAN GAS ASSOCIATION

### Look for these famous names:

BROWN FEATURAMIC • CALORIC • CROWN  
DETROIT JEWEL • DIXIE • EAGLE  
GAFFERS & SATTLER • GLENWOOD  
HARDWICK • MAGEE • MAGIC CHEF  
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NORGE • O'KEEFE & MERRITT • PREWAY  
REAL HOST • RCA WHIRLPOOL  
ROPER • SUNRAY • TAPPAN  
VESTA • WASTE KING-UNIVERSAL  
WEDGEWOOD-HOLLY • WELBILT

Am. Gas Assoc., Inc.

No wonder . . .

# Today more people than ever are cooking with GAS!



## REPORT FROM THE WEST



### 36,000 go through contemporary promotion house built by San Diego Unit Masonry Association

A **SHOWCASE** of masonry, the San Diego Unit Masonry Association's project house features quality and livability of masonry in its brick, block, and stone construction. Designed by Robert Platt, A.I.A., and built by General Con-

tractor J.N. Mortenson, the house encloses 2,150 sq. ft. Masonry walls are 6'8" high. A postcard survey of 36,000 visitors yielded favorable comments about design, low maintenance characteristics, rugged construction.

### First luxury home development since W.W.II slated in S.F.

Golden Gate Heights will be the scene of San Francisco's first luxury home development since W.W. II. Designed by Crocker Associates for "maximum indoor-outdoor living," the 26-home development will be built by Sheldon Associates. The 3-bedroom units—priced from \$40,000 to \$45,000—will be constructed on a "semicustom" basis. Buyers will have a voice in the design of their homes.

### Alaska-bound prefabs shipped from Indiana; stop at Seattle

Alaska is a long haul from Indiana—especially so when you're hauling 41 prefab homes the 4,000 miles.

Midwest Quality Homes, Carlisle, Indiana, got the job done recently by splitting the houses along their longitudinal dimension and loading them on railroad flatcars. First stop was Seattle, where the houses were transferred to barges bound for Anchorage.

Each unit, in the \$13,000 to \$14,000 price range, was complete, ready to be placed on the foundation and sealed together.

Why prefab for Alaska? Prefab production techniques appeal to Alaska builders who have a short money-making season.

### Hillside subdivision costs nearly double flat-land costs

Improvement costs for hillside subdivisions can run as high as \$4,000 per lot, reports Leonard Gerkin, land planner with Engineering Service Corp., Los Angeles.

In flat land, costs average \$2,000 to \$2,500 per lot. For hillsides, grading alone may run \$1,320 per lot.

If rock is involved, costs soar to about \$1,650 per lot, compared to \$325 in flat land. Sewers are another costly item: about \$500 per lot.

Extra cost for street improvements runs about 10% above that for flat lots. Cost of storm drain systems, which are often unnecessary on flat land, may exceed \$200 a lot.

### Construction course offered at Portland, Oregon, college

A 12-week course to familiarize students with methods and materials of modern construction is now being given at Multnomah College, Portland.

Class instruction includes office procedures, materials, mensuration, mathematics, structural design, specifications, methods, and time and motion study.

### San Mateo gets first co-ops

Next March is the opening date for San Mateo's (Calif.) first co-operative apartments. The structure will have 36 units; full prices will range from \$11,800 to \$27,100. Mogens Mogenson is the architect, and Louis Ledger is the contractor for the project.

### Phoenix builder breaks records

Ralph E. Staggs, president of Staggs-Bilt Homes, reports that his firm has broken his previous sales records for a single fiscal year.

In the year ending October, 1960, 1,351 houses were sold in the metropolitan Phoenix area. Staggs emphasized this is a net figure representing the exact number of escrows closed. The firm now has about 9,000 houses to its credit since it began building in Phoenix 11 years ago.

### Good building sites tucked in cities, says Fritz Burns

"You don't always have to find the large tracts of land on the periphery of a city, with problems of utilities, and so forth." So said F. B. Burns, president emeritus of NAHB and prominent Southern California community developer, at a congress of the Building Contractors Association of California, Inc.

"There are many small pockets of land—three, four, or five acres—tucked in and around some of our most highly populated areas.

"I observed this by just driving around the little town of San Fernando. Here is a little city that in some respects is busting at the seams, and yet, at the same time, you can find one and two acre pieces just ripe to go ahead."

### Estimator's man-hour manual

An accurate and convenient method of estimating direct labor for complete general construction work in any given system, plant, or location is the subject explored in a new manual: *Estimator's General Construction Manhour Manual*; Gulf Publishing Co., 1960. Price, \$10.

The scores of man-hour tables in the manual contain thousands of easy-to-use listings. It gives a dollar and cents perspective into the costs of field labor.

URBAN RENEWAL NOTES is a six-page bi-monthly on new advances in the Urban Renewal Program, news items to keep you abreast of what other builders are doing in their communities. Available by subscription from Housing and Home Finance Agency, Urban Renewal Administration, Washington 25, D.C.

## SELECTED WESTERN HOUSE



ANGLE-VIEW of front of three-level "Amherst" model shows 2-car garage, attractive combination of board-batten and masonry siding, chimney venting two fireplaces. All-

electric house has 4 bedrooms (all on upper level), plus 4 baths. This house is in the builder's College Park Estates, a planned community that will include a total of 404 homes.

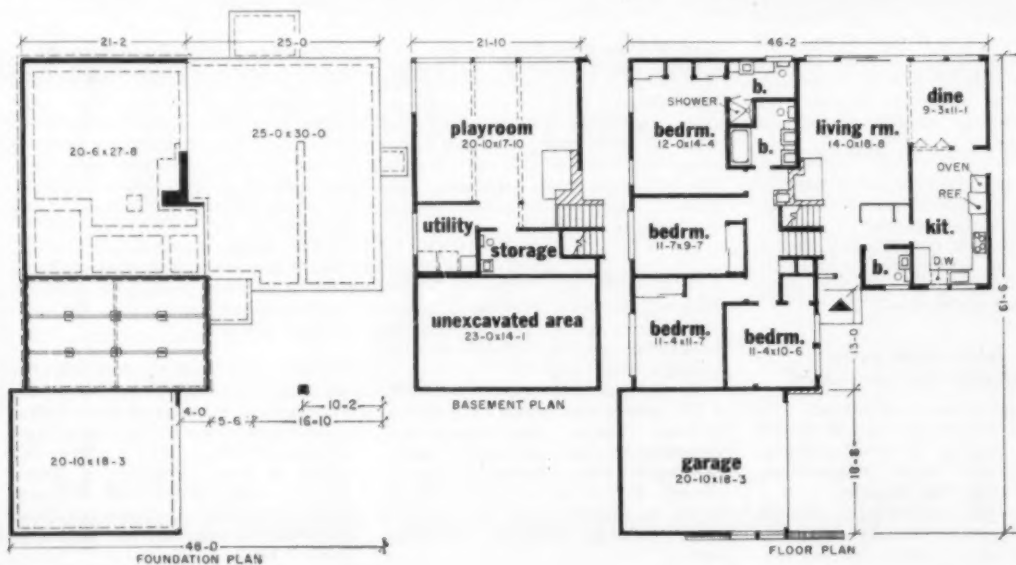
# A fireplace chimney forms

**E**VEN IN sunny California (in this case, Long Beach), nights can be chilly. So S&S Construction Co. has given this 4-bedroom, 4-bath three-level added buyer appeal by offering fireplaces in both living

room and downstairs playroom.

The all-electric "Amherst" model, with 2,293 sq. ft. of living space and a two-car garage, is priced at \$24,900 without land. Price with unlandscaped 58' x 110' lot is \$33,900.

**Brand-Name Products in This House**—Selectite kitchen, bath tile; Frigidaire dishwasher, range, oven; Williamson kitchen cabinets; Fenestra sliding & casement windows; American-Standard plumbing; Pioneer heating; NuTone and Stanthony ventilators.





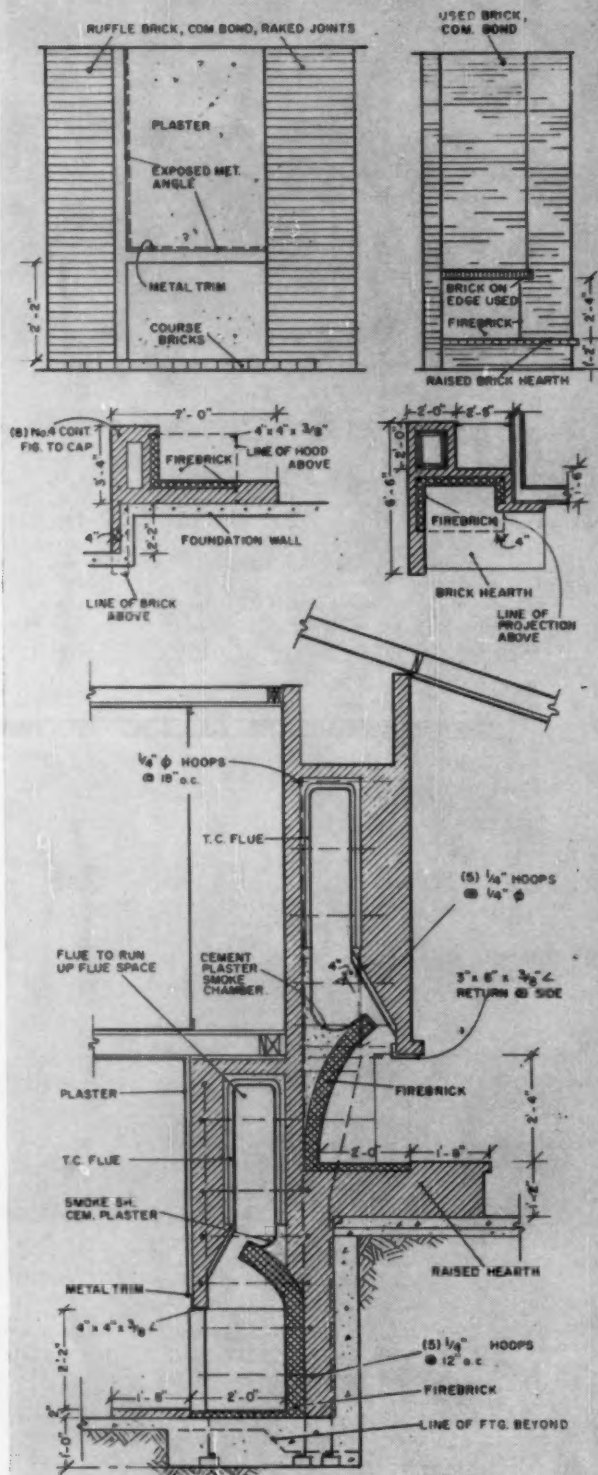
**RUSTIC MASONRY** fireplace, warm wood paneling, vaulted ceiling give living room a distinctive, inviting look. Split stairway to upper and lower levels is behind fireplace.

## core of this split

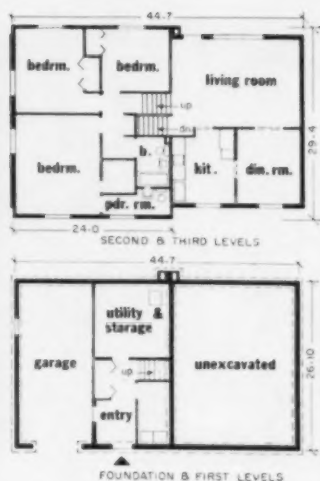


**STAIRWAY TO UPPER** and lower levels as seen from hall outside the living room. Bedrooms are upstairs. Playroom, utility and storage areas are in basement.

## HOUSE OF THE MONTH DETAIL PLATE



## SELECTED NORTHERN HOUSE



### This low-cost precut split-level offers a lot of space for the money

This precut split is proving to be a popular attraction in the Pittsburgh area. It offers more-than-ample living and lot space.

Precut by the builder, Edward M. Ryan, Inc., the economical "Lance" model is priced at \$13,000 without land (\$16,500 with lot).

Finished living area of the 3-bed-

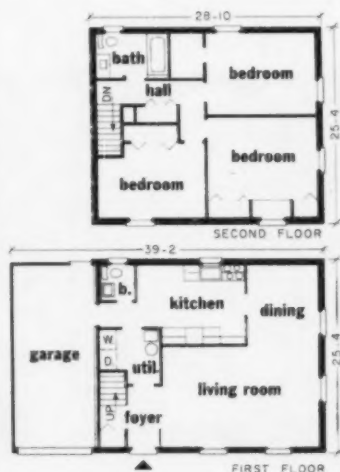
room, 1½-bath home is 1,400 sq. ft. It is constructed on a 60' x 125' lot and has a 1-car garage. The Lance also has 127 sq. ft. of unfinished basement area.

The house is one of a projected 200 homes under construction in a suburban Pittsburgh development. It's equipped with gas range and

oven, plus wall-to-wall carpeting in living and dining rooms.

Most popular sales features of the homes proved to be the half-bath off the master bedroom, and the brick to grade on the front elevation, which mask concrete block. The builder used aluminum and brick as exterior siding materials.

## SELECTED SOUTHERN HOUSE



### Southern two-story is detailed for variety in exterior styling

This Louisville-area two-story by Bollinger-Martin, Inc. is a traditionally-styled home for an area that is steeped in tradition.

But for potential buyers who want something less imposing than the columns on the model above, the builders offer two other front elevations that hew more closely to

the colonial concept.

Finished living area in the 3-bedroom, 1½-bath "Buckingham" model is 1,384 sq. ft. Included in the purchase price of the home are 288 sq. ft. of covered patio area (at right in photo above); a 1-car garage; a washer and dryer, oven and range, dishwasher, disposer, freezer,

and refrigerator.

Brick siding has proved to be the best exterior sales feature of the home; zoned, two-story living is the best interior feature.

Bollinger-Martin has priced its "Buckingham" model at \$17,900 to \$19,900. The builders reckon land cost at 16½% of purchase price.







**Entrance Hall**—Good clothes deserve good care. K-V closet fixtures are designed to protect the shape, tailoring and fabric of fine garments and accessories. And they increase closet capacity.



**Living Room**—The trend is to built-ins and open shelving. K-V fixtures are easy for customers to add these touches of elegance with door and adjustable shelf hardware.

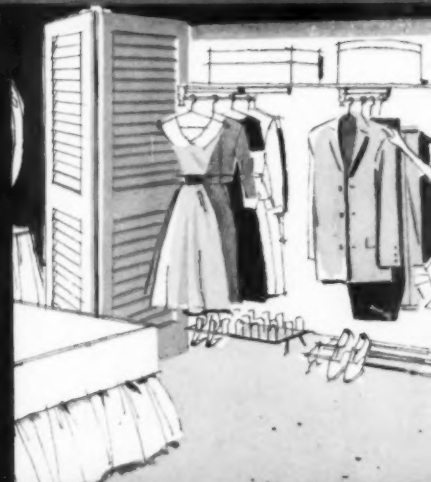


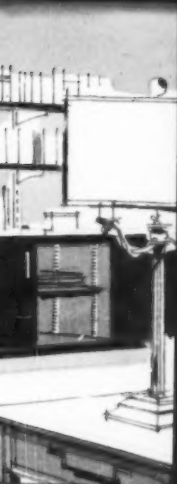
*★ Top Quality ★ Easy Installation ★ Trouble-free Performance  
...and the best known line in the business!*

**Family Room**—They'll need plenty of cabinets and shelves in their family room. Necessary and practical items, so easily built by the head of the house with K-V shelf hardware, drawer slides.



**Bedroom**—People want practical closets. K-V fixtures increase capacity, save pressing hills and make closets so easy to use, almost hand out the clothes.





open wall shelves. It's  
garage with K-V sliding

**Kitchen**—Women love a care-free kitchen. And K-V kitchen fixtures keep towels, cups, pots and pans readily at hand, but neatly out of sight. Shelf hardware, drawer slides, too.

**KV** gives  
you more  
of what you're  
looking for!

rmance

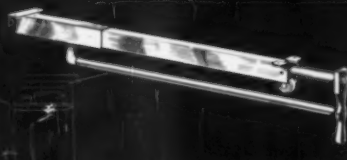
V fixtures increase  
so convenient they

**Hobby Room**—K-V Handy Hooks are available in over 200 styles, will fit all standard perforated panels, and have thousands of uses in hobby rooms, workshops, garages, too.

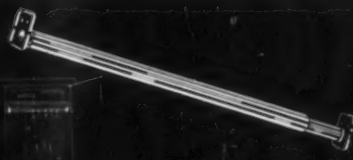




## Closet and Kitchen Fixtures



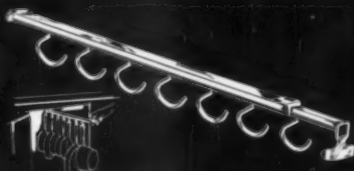
**K-V 1 CLOTHING CARRIER** Virtually doubles closet space. Easily installed. One pull and an entire wardrobe glides into easy reach. For closets 10" to 48" deep. Bright nickel-plated finish.



**K-V 2 EXTENSION CLOSET ROD** Five sizes to fit any closet. Won't sag under heavy loads. Easy to install. Ideal for closets too shallow for K-V 1 clothing carrier. Bright, nickel-plated finish.



**K-V 3 GARMENT BRACKET** Put work. Holds six or more garments. For closet walls or doors. Available in various lengths. Bright chrome finish.



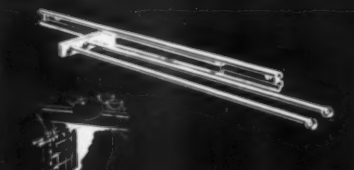
**K-V 690 SINGLE ROW PAN RACK** Holds 7 utensils. Ball-bearing carrier slides out at slightest touch. Fastens on underside of shelf. Only 2 1/2" wide, 20" long. Bright chrome finish.



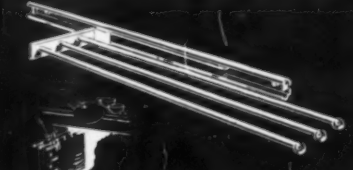
**K-V 790 DOUBLE ROW PAN RACK** Holds 14 pans neatly and orderly; glides into reach, disappears back into cupboard. Fits on underside of shelf. 5 1/4" wide, 20" long. Bright chrome finish.



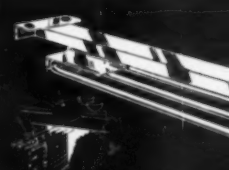
**K-V 791 SLIDING CUP RACK** Glides into reach, back again. Saves space, prevents chipping and breaking. Fastens on underside of shelf. 18" extended, 11" closed. Bright chrome finish.



**K-V 792 DISAPPEARING TOWEL RACK** Has two bars which easily slide on ball-bearing carriage. Designed for limited space. Side mounting. 20" long, 3 1/2" wide. Bright chrome finish.



**K-V 793 DISAPPEARING TOWEL RACK** Fastens to either side of cabinet or wall. Has 3 bars that glide in and out at a touch on ball-bearing carriage. 20" long, 5" wide. Bright chrome finish.



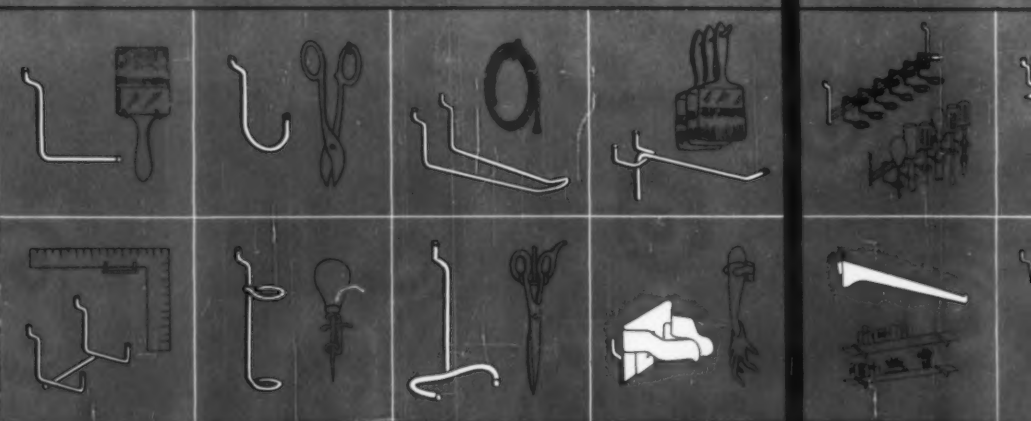
**K-V 796 DISAPPEARING TOWEL RACK** Has three bars that slide in and out at a touch on ball-bearing carriage. Fastens under cabinet shelf. 20" long, 5 1/4" wide. Bright chrome finish.

*Low cost, ease, convenience, utility for every room in the house.*

### K-V Handy Hooks for 1/4" perforated hardboard

*Over 200 styles available, many with self-locking feature.*

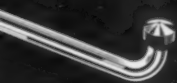
for 1/4" perforated hardboard



**KNAPE & VOGT MANUFACTURING COMPANY** Grand Rapids, Michigan



tures



KEY Puts waste space to  
re garments on hangers.  
rs. Available in 5" or 10"  
finish.



ACK Glides 12 cups into  
aves space, eliminates  
Fastens underneath shelf.  
ed. Bright chrome finish.



TOWEL RACK Has 4 bars  
a touch on ball-bearing  
er cabinet or cupboard  
de. Bright chrome finish.

perforated  
board



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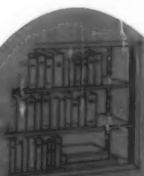
# All around the house

## Adjustable Shelf Hardware

No. 256 Support



No. 255 Standard



### K-V 255-256

#### Built-In Shelf Hardware

The fast, easy answer for shelves in cabinets, book-cases, closets, room dividers. No. 255 standards can be mounted flush or on surface. Screw holes on 6" centers. Slots allow 1/2" adjustments. Lengths 24" to 144". No. 256 supports are easily adjusted, fit tight into standard slots. Nickel plate and bonderized bronze finishes.

No. 180 Bracket



No. 80 Standard



### K-V 80-180

#### Open Wall Shelf Hardware

The most popular way to quickly add extra shelves in any room. Slots in K-V No. 80 standards allow 1-inch adjustments. Lengths from 18" to 144". Patented friction grip on No. 180 brackets assures firm, level hold for perfect alignment. Lengths from 4" to 20". Choice of satin brass, satin anochrome, ebony black finishes.

## Sliding and Folding Door Hardware



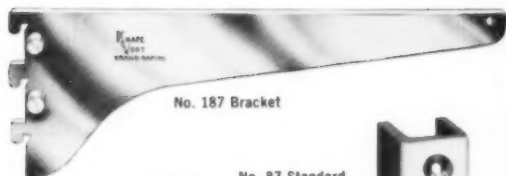
### K-V 858 Overhead Sliding Door Hardware

With this packaged K-V sliding door assembly, professional builders and even the most inexperienced homeowner can install sliding doors quickly and easily. Smooth operation, long life are guaranteed. No special tools required. Package contains all hardware and easy-to-follow instructions.



### K-V Ezy-Fold Folding Door Hardware

Easy to install. Fits any door of any material, size or weight; simplifies stock problem. Single track or double track models assure sag-free, tight-fitting doors. Comes in a complete packaged assembly, with all hardware and easy-to-follow instructions. No special tools or skills are necessary.



No. 187 Bracket



No. 87 Standard



### K-V 87-187 Heavy Duty Shelf Hardware

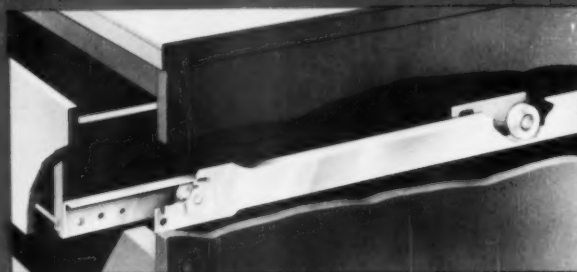
No. 87 standards for extra heavy duty shelves. Easy to install. Slots allow 2-inch adjustment. Perfect alignment and firm, level hold is assured. Lengths from 36" to 144". No. 187 brackets of special cold rolled steel. Recommended for hardware, paint, grocery and hangrod installations. Lengths from 8" to 24". Latin anochrome finish.



### K-V 1195 Closet Shelf and Rod Support

Supports closet shelves and clothes hanger rods at the same time. Shelves up to 12" can be screwed to the brackets; any wood or metal rod up to 1 3/4" diameter slips easily into the special holders. Can also be used as a center support for shelves and K-V 2 adjustable rod. Heavy wrought steel, neutral gray finish. 10" high, 11" wide.

## Extension Drawer Slides



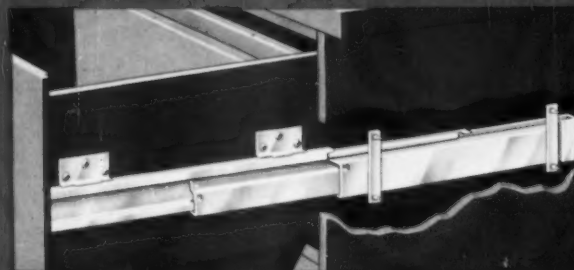
**K-V 1100 Lightweight Drawer Slide.** Low cost, sturdy, easy to install. No measuring, marking or templates required. Large 3/4" nylon rollers give smooth action and long life. Built-in stops prevent accidental removal of drawers. Capacity to 50 lbs. Available in sizes 18" to 23"—Zinc plated finish.



**K-V 1300 Lightweight Drawer Slide.** Easy to install. Economical. Has ball-bearing nylon rollers for noiseless, smooth and effortless operation. Guaranteed to keep drawers from sagging or sticking. Will easily carry 50 lb. load. Available in sizes 12" to 28". Zinc plated finish.



**K-V 1400 Heavy Duty Drawer Slide.** Full extension, easy to install. Won't stick, sag, jam or break down even when carrying full 100 lb. load and fully extended. Self-lubricating super "oilite" bearings assure smooth operation. Available in sizes 12" to 38". Zinc plated finish.



**K-V 1700 Extra Heavy Duty Drawer Slide.** Recommended for loads over 100 pounds. Drawers won't sag even under full load at full extension. Sound absorbing drawer stops and mounting pads. Frictionless, noiseless operation. Easily installed. Available in sizes 17" to 27". Zinc plated finish.







PERLITE INSTITUTE PHOTO

NEARLY 9 MILES of refrigerating coils overlaid the insulating floor slab of Permalite insulating concrete in the L. C. Walker Sports Arena, Muskegon, Michigan. Architect: Ralph Legeman, Evansville, Ind., with Associate Architects Magnuson & Summer, Muskegon. Alstrom Construction, Inc., Muskegon, was the general contractor, and the insulating floor slab was installed by Rohn Fireproofing Co., Detroit, Michigan.

## Unusual Permalite Concrete Applications Keep Ice Cold, Insulate Sloped Roof

Lightweight Permalite insulating concrete was employed recently in two interesting applications—one a floor slab, the other a roof deck.

When the million-dollar L. C. Walker Sports Arena was erected in Muskegon, Michigan, one of the requirements was easy conversion from ice hockey to basketball. Over

a natural sand base, Permalite insulating concrete was poured to a thickness of 11 inches. The insulating concrete, a 4:1 mix, was mixed adjacent to the job and pumped to point of placement. The refrigerating coils, almost 9 miles in length, were placed above this on special supports, and embedded in lightweight-aggregate concrete, with a structural concrete topping overall for a wear surface. About 550 cubic yards of Permalite perlite-aggregate insulating concrete were required for the 86'x201' floor. Design and construction proceeded under U.S. Patent #2,761,181.

The other application—roof deck for a new building in Texas—is equally interesting and entirely different. Here Permalite-aggregate lightweight insulating concrete was selected to provide both insulation and fire-safety. The unusual feature lies in the application to a sloping roof, a technique used in many outstanding buildings but frequently overlooked in planning buildings with other than flat roof decks.

Complete information on the application and advantages of Permalite lightweight insulating concrete and plaster may be obtained by writing to Permalite, 612 So. Flower St., Los Angeles 17, Calif.



POURED IN PLACE by crane-mounted bucket, Permalite lightweight insulating concrete is screeded to a thickness of 2½" (over corrugations) on a corrugated steel deck, to serve as a monolithic base for the built-up roof. This type of construction is exceptionally strong and easy to erect. Insulation is excellent: finished roof deck should have a "U" value in the neighborhood of .165. Note the space for expansion joint at the coping.

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Vedado, Havana, Cuba  
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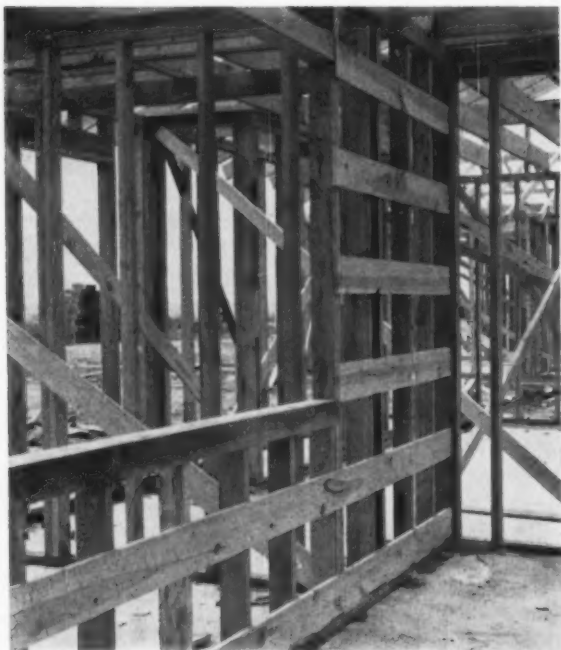
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Materiales Carr, S.A.  
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Permalite Aggregate is Produced by Licensed  
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# BUILDING WITH BRAINS

## Furring, 24 in. o.c., gives a better job, takes less time



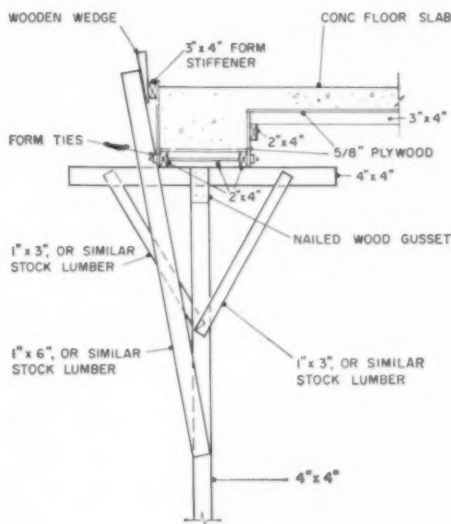
**D**iscourage board-type interior wall finishing materials—such as knotty pine—from buckling and warping by spacing your furring strips on 24" centers or closer (photo, left). The furring can be a utility grade of lumber, but remember to use at least 1x3s or 1x4s, to give adequate nailing and bearing surfaces. Also, the strips should have a planed surface, to prevent unsightly waves in the finished wall.

(Note: these principles also apply when you put vertical siding over fiberboard sheathing that can't take nails. In that case, put the furring directly over the sheathing, but nail it to the studs.)

Furring out saves a lot of time over the older technique of putting short lengths of 2x4 between studs. It eliminates a lot of cutting, and it goes on much faster.

## Builder saves money by putting concrete blocks over marking stakes

**W**e've had a lot of trouble with vehicles knocking over our grade and marking stakes, says Fred Fett, Jr., Atlanta homebuilder. And repositioning the stakes eats up a lot of costly time. Fett solves this problem by putting a concrete block around each stake, as shown above. This makes the stakes more obvious. Besides, most drivers will think twice before running over a concrete block.

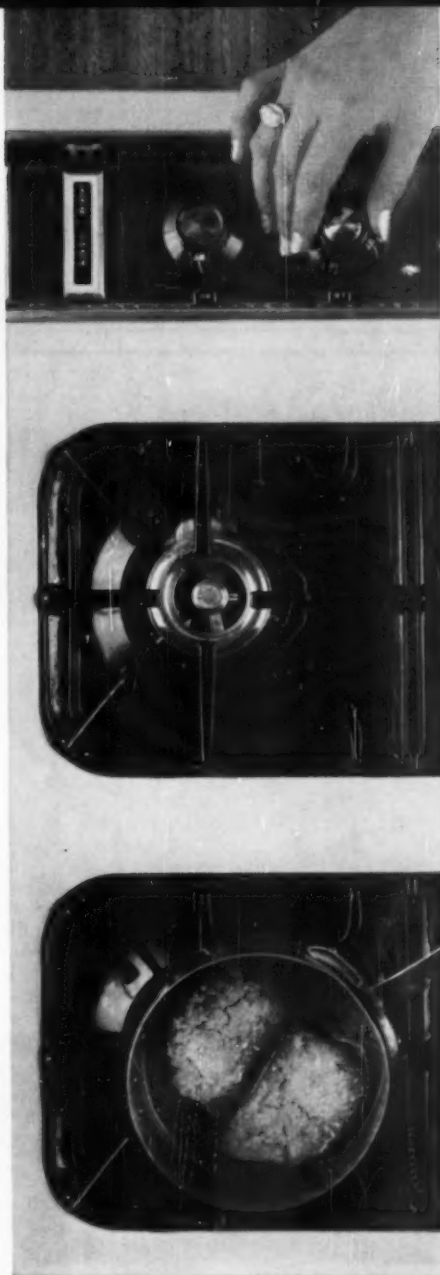


## Preassembled form speeds concreting on New Jersey apartment house job

**H**ere's an idea that's proving a big labor saver on an apartment house job in Newark, N. J. In pouring beams, the concrete men use a special form that is preassembled at the site. This form—as shown in the above drawing—has tie rods running *under* the concrete, instead of the usual tie wires running through it. Therefore, when the form is dropped, it comes off in one piece, and does not have to be reassembled for the next beam. Another time-saver is the 1x6 nailed to each form jack. Bottom edge of the form rests against the 1x6. Top edge of the form is secured merely by hammering a wedge between the 1x6 and the 3x4 stiffener on the form.

Superintendent on this job is Serge Karpow, working for Radice Construction Corp., White Plains, N. Y. Concrete sub—whose men are using this form—is Beach Construction Co., Paramus, N. J.

# a sneak preview

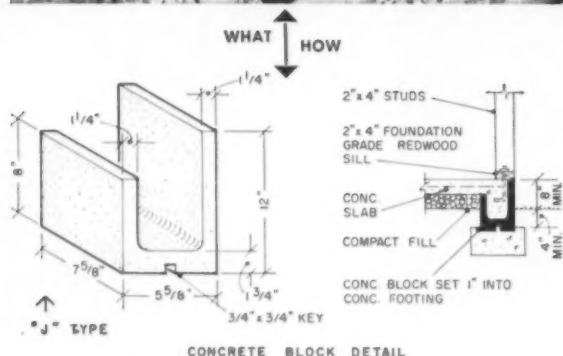


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# MAGIC CHEF

# Specially designed concrete blocks speed foundation forming

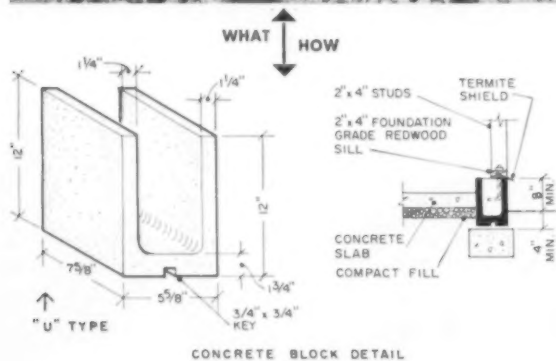


## Blocks use standard techniques

THESE CONCRETE BLOCKS are the key to a new residential slab foundation system that eliminates wood forming. The method is said to speed house completion by 11 1/2 days.

The blocks come in two shapes—trademarked "J" block (above) and "U" block (below). The "J" blocks serve as bearing and anchor for the wall and as key for a monolithic slab that must be poured to specified grade. The "U" blocks serve as anchor and bearing for walls independent of the slab.

The blocks require no basic departure from conventional methods. The builder digs the trench, pours the footing, then sets the "J" blocks into the wet concrete, with 8" sides facing inward. A gap is left, to let a skip loader in.



## U-shaped blocks for garage foundations

THE "U" BLOCKS, that go into the garage foundations, are set in the same manner. In both cases, a metal form is placed on each corner.

Next step is filling. This is done with the aid of the skip loader. In the "J" block foundation, the fill goes up to the height of the inside edges of the block. After the skip loader is withdrawn, the gap in the wall is closed, and the slab is poured in the usual manner.

These blocks were invented by members of Tru-Bloc Concrete Products Co., San Diego. They are being used by home-builders in Southern California, where a number of local building authorities have accepted them.





Natural Walnut wood-grain finish in Verti, Perforated and Blok. Each wood-grain finish is available in Blok, Verti, Random, Plain and Perforated patterns.

*Turn "lookers"  
into buyers  
with*

## PLATEBOARD® GLAMOR WALLS

*by Abitibi®*

In selling homes, it's eye appeal that stops prospective buyers. And there's no better nor *more economical* way to add eye appeal to your homes than by installing wood-grain finish PLATEBOARD Glamor Walls by Abitibi. For less than \$20 material cost you can erect

a 12'x 8' Glamor Wall in your choice of wood-grain finishes and patterns. Ask your lumber dealer or write for full information on Abitibi wood-grain finish PLATEBOARD Glamor Walls and Abitibi's builder-proven "Personalized" model home promotion program.

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**Abitibi** *Better building products through research in wood chemistry.*

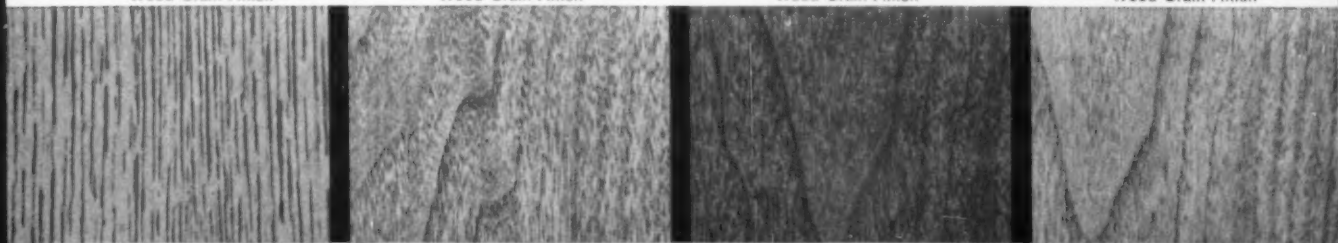
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Oak  
Wood-Grain Finish

Autumn Walnut  
Wood-Grain Finish

Natural Walnut  
Wood-Grain Finish

Platinum Walnut  
Wood-Grain Finish





Light in weight — approx.  $6\frac{1}{2}$  lbs. per  $4' \times 8'$  sheet. Top this "one-handed" situation with heavier types of sheathing board. One man can easily carry a half dozen panels or more. Speeds work, reduces fatigue.



Can be bent around corners. This saves cutting time, provides a continuous weather stop at this vulnerable point and eliminates felling.



Marked for convenient positioning over studs. Specially tapered and reinforced edges permit lapping. Means less nails, half the time to apply compared to other sheathing which must be pre-cut and butted.

# ANNOUNCING

## A New DUAL-PURPOSE Building Material

**MORE THAN 3 TIMES  
THE INSULATION VALUE  
OF MANY POPULAR  
SHEATHINGS  
CAN BE APPLIED IN  
HALF THE TIME**

New St. Regis Insulative Board provides a unique combination of *sheathing plus insulation* with advantages not found in any similar material. It is made of wood fiberboard, faced on both sides with perforated, reflective aluminum foil. This new, cost-saving, lightweight product has unusual rigidity with bracing strength greater than horizontally applied wood sheathing. For complete data, application instructions, U values, etc., write American Sisalkraft, Attleboro, Mass. for 8-page folder "How to Slash Sheathing and Insulation Costs."



This product offers an option on method of applying either with nailing in the conventional manner or through the use of a stapling device.



Door and window openings can be cut out after applying to studs. Cut can be made several inches from the framing, bending resulting flange back to provide additional flashing between framing and sash.



The completed house — literally wrapped in one, continuous insulating material — is gleaming evidence on your building site of the extra value you are giving at a low cost.



**St. Regis**  
**INSULATIVE BOARD**  
Patent Pending

**Look at these Facts:**


1. Equal to about 2" of loose fill insulation.
2. Weighs only 6½ lbs. per 4' x 8' sheet.
3. "Breathes" — can't trap harmful water-vapor.
4. Prevents entry of weather.
5. Bends around corners.
6. No pre-cutting required.

Complies with FHA Minimum Property Standards

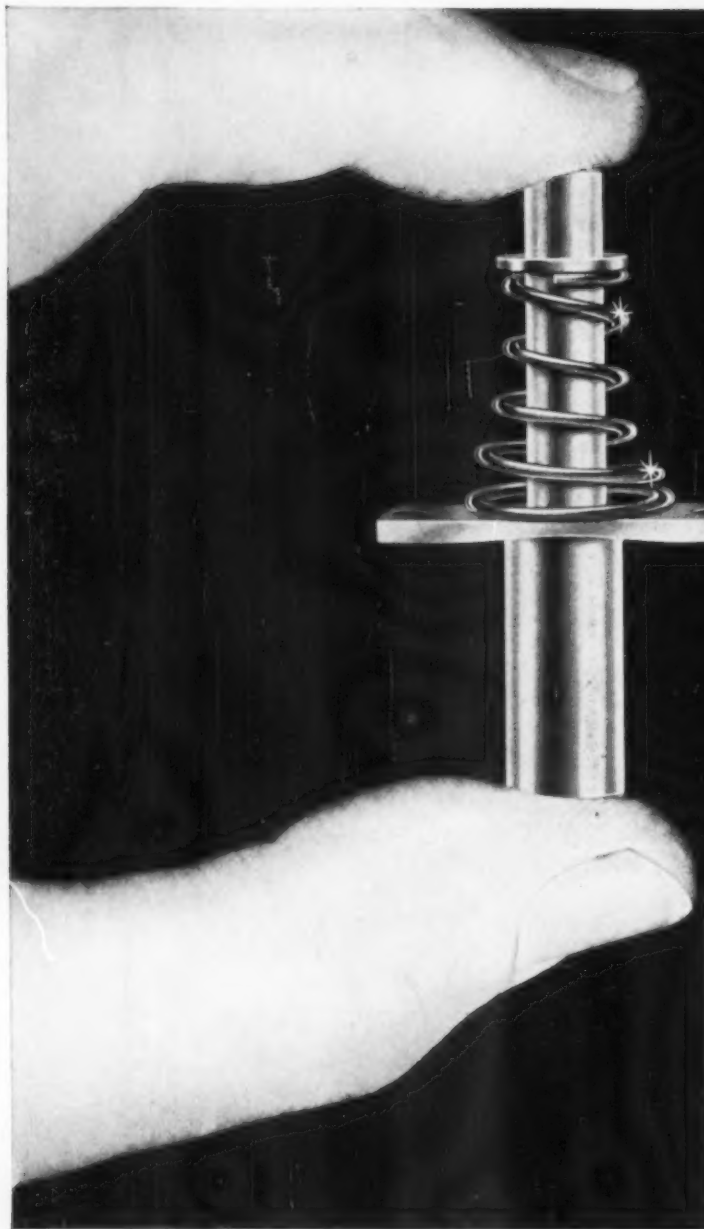


**St. Regis**  
**INSULATIVE BOARD**  
PATENT PENDING

**AMERICAN SISALKRAFT COMPANY**

SUBSIDIARY OF **St. Regis**  **PAPER COMPANY**

SEE THIS NEW BUILDING PRODUCT AT THE BIG NATIONAL ASSOC. OF HOME BUILDERS SHOW IN CHICAGO

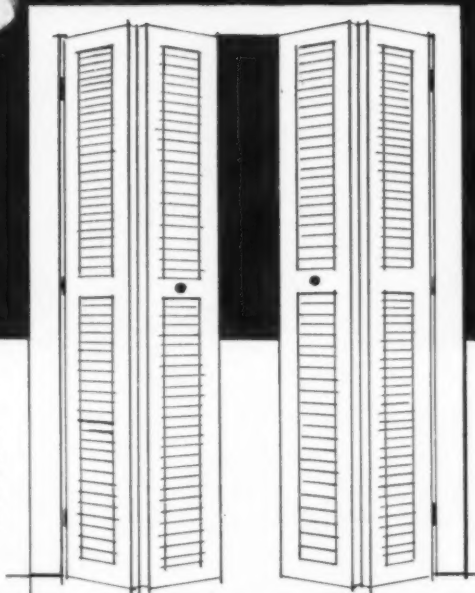


**GRANT'S  
SPRING PIVOT  
CAN REDUCE  
FOLDING  
PANEL  
INSTALLATION  
COSTS  
MORE THAN  
50%**

The exciting new design features in Grant's 2500 Folding Panel Hardware make it the most dependable and efficient line available.

Highlight of this remarkable product is the *spring loaded top pivot assembly* which assures constant, taut door-track engagement during installation. Other features include: hidden hardware for passageway installation, sturdy apron mounts for hollow core closet doors, aluminum track, nylon guides, adaptability for all panels, complete range of sizes.

2520: for passageway openings/2540: for closet openings



## GRANT 2500 FOLDING PANEL HARDWARE



GRANT PULLEY & HARDWARE CORPORATION

Eastern Division/ 1 High Street, West Nyack, N. Y.

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sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware • closet rods  
SEE THIS IMPORTANT LINE AS WELL AS THE FULL RANGE OF GRANT SPACE-SAVING HARDWARE AT BOOTH #956, NAHB CONVENTION.



# WESTERN Section

## Ideas, markets to beat the slump

by Bill Rodd

**TOGETHERNESS:** Bestway Building Center, a lumber dealer in Pocatello, Idaho, recently provided a good example of how working together can pay off. He called a meeting of all contractor customers. In an effort to offset the sharp drop in new home business, the group decided that sales promotion of a smaller two-bedroom home had been overlooked. The dealer had some designs drawn up for this type home and provided each contractor with a portfolio with which he could present the homes to prospects.

The dealer went further by advertising these homes and helping the contractors with joint advertising. He also arranged favorable financing and even went so far as to line up lots which could be purchased on a subordinated basis. None of the contractors could have accomplished, individually, what they did with the lumber dealer's assistance. And the dealer could neither have hoped for, nor handled, the volume of business generated by the plan if he had been selling and building the homes with his own crew.

**BUSINESS IS TOO GOOD!** Sounds unlikely in these times, but that is actually the problem for the Kit Construction Co., Covina, Calif. (See American Builder, Sept. '60.) These apartment specialists are doing so well that they have had to hire another superintendent this month and buy another truck. And if things keep up they will be faced with a decision between turning down business or going in for a major expansion. All this is happening to Kit at a time when the Apartment Association of Los Angeles is deploring the large number of unrented apartments.

Some of Kit's biggest advantages in the field are the attractiveness of their low-rise apartment buildings, the quality construction they're

putting into them, and the complete financing know-how with which they are selling them. They had, at this writing, sold 15 apartment buildings—in a four-month period and were keeping their original effort as a sales model.

**SEATTLE RISES TO THE OCCASION:** In spite of the homebuilding doldrums and pessimistic talk among builders, the HBA of Seattle, in co-operation with the Seattle Real Estate Board and the Seattle Times, put on a sparkling National Home Week Show. It included a proclamation by the Mayor, a large advertising section in the Sunday Times, and about 40 homes open in various parts of the area. Four of the homes, incidentally, were equipped with fallout shelters.

**GINGERBREAD:** Most builders are against it, but . . . That's the general consensus of a recent panel of the Building Contractors Assn. of California. Extended roofs, planter boxes, ornamented cornices, birdhouses on the roof—this is the kind of gingerbread the builders were discussing. In the \$20,000-and-up class home, buyers tend to keep away from it. But under \$20,000 it sells. And as one builder put it: "As long as gingerbread keeps selling houses, I'll keep using gingerbread on my exteriors."

**ON OVERBUILDING:** E. B. Vaughters, president of the HBA of Seattle, points out that overbuilding doesn't just hurt those who do it. It hurts the surrounding builders whose homes must be marketed in competition with distress merchandise. It also depresses the market in general by adversely affecting public opinion. Vaughters says that sound market analysis can prevent surplus building. Good reporting by the local builders' magazines can also help. Some of these periodicals now

report on subdivisions being developed, housing starts, and, periodically, the number of unsold houses.

**HBA HITS JACKPOT:** In Salem, Ore., the local building association interested national manufacturers and suppliers in contributing to a model home built at the Oregon State Fair. The association was able to greatly stimulate homebuilding by putting 65,200 persons through the model (at 35¢ per family charge). It also wound up with an \$18,000 gain for itself. The sum represented the overage between the \$26,900 price obtained for the home and the costs for the exhibit.

**SHOPPING CENTER NEWS:** After building about 2,500 homes in Lake Hills near Bellevue, Wash., Bell & Valdez are starting construction on their own shopping center. It is scheduled to be a real "Whoop-er-do," complete with a nine-hole golf course, swimming pool and a barn playhouse.

**ANOTHER NEW CITY:** Branden Construction Co., builders of more than 12,000 homes in Northern California, has now started work on a new development in East Sacramento. They envision, by 1965, homes for 10,000 people, shopping centers, schools—the works. Homes will range from \$16,450 to \$23,500 and will be available to veterans at no down payment. Development will be called "Panorama Village."

### WESTERN ADVERTISERS INDEX

Jensen Industries ..... 74D  
Pioneer Manufacturing Co. .... 74B

Roberts Company ..... 74C  
Sani Top, Inc. .... 74B

### WESTERN EDITOR

8522 Lorain Rd., San Gabriel, Cal.  
Atlantic 6-1842—W. C. Rodd

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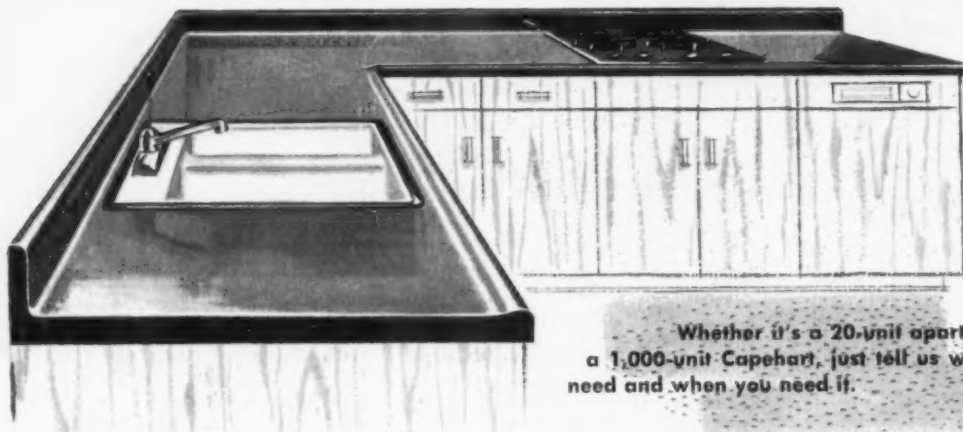
#### SALES REPRESENTATIVES

Dallas 19, Tex., 3915 Lemmon Ave.  
Lakeside 1-2322—Joseph Sanders  
Los Angeles 17, Cal., 1151 W. 6th St.  
HUNtley 2-4000—Fred Klaner, Jr.  
David S. Clark

San Francisco 11, Cal., 916 Kearny St.  
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Unequalled know-how. Our 15 years' experience and skilled craftsmen add up to product perfection—in quality and design.

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## FASTEST MOVING PRODUCT LINE IN THE WEST

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RESIDENTIAL AND COMMERCIAL WATER HEATERS

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**PATRICIAN:** Roberts-Fold® doors create a handsome storage wall.

Open up  
to

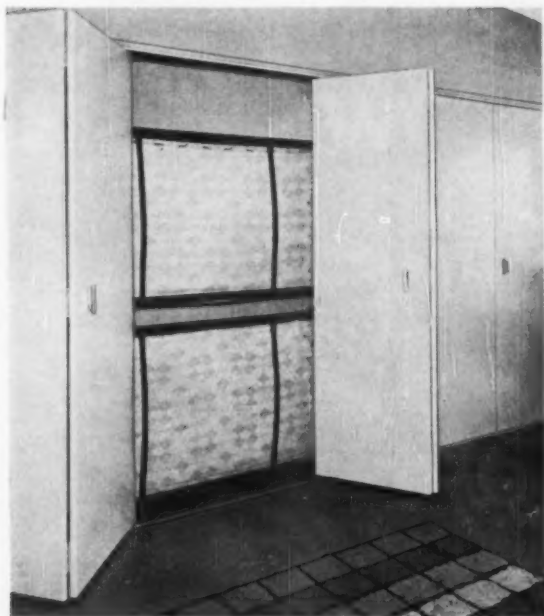
greater  
sales appeal  
with

**ROBERTS-FOLD®**

METAL FOLDING  
WARDROBE DOORS



**MODERNE:** Roberts-Fold® doors are full-opening for maximum access.



**VOGUE:** Roberts-Fold® doors hide bunk beds to create a bed-sitting room.

*Beauty that creates sales!*

**3 distinctive styles in 24 standard sizes.  
The choice of Model Home Builders!\***

Top-quality 24-gauge cold rolled steel panels with rigidly reinforced weldings will never warp or buckle. Prime coat finish takes all types of paint, without streaking or bubbling. Extruded reversible aluminum tracks, whisper-quiet nylon bearings. Age-resistant polymer cushion stops.

Roberts-Fold doors are profitable because they're economical! One man can install a unit in half an hour...and give any room a "custom-finished" look. Sizes from 2'x6'8" to 16'x8'0".

\*Photographs of Popular Mechanics' "House of Built-Ins,"  
Woodland Hills, California, constructed by Construction Management, Inc.

**WRITE TODAY to DEPT. AB-1  
FOR A.I.A. File No. 101 RM**



**THE ROBERTS CO.**

600 NORTH BALDWIN PARK BOULEVARD • CITY OF INDUSTRY, CALIFORNIA

Quality Products for Home and Industry for over 20 years including:

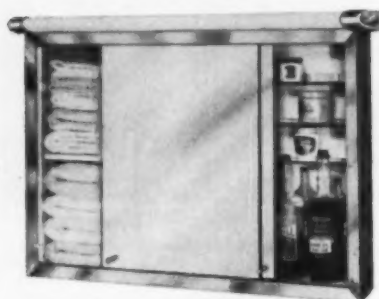
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DRAFTSTOP® Weatherproofing • NAP-LOK® Binder Bar • ZEPHYR Range Hoods

# Jensen

## LARGEST CAPACITY

*bathroom  
cabinet  
on the market*

*Jensen Mercury-Duo Built-in*



*combination towel and medicine  
bathroom cabinet*

- 4400 cubic inches of space—double the normal capacity—8" deep over-all.
- One side for linens—holds 5 bath towels, 8 face towels, 12 wash cloths with normal folding.
- Other side for medicine storage including tall shampoo bottles.
- Rough opening is 30" x 20". Recesses 3½" deep into wall.
- Mirror doors slide silently on nylon bearings. Also available with clear glass doors.
- 4½" of lustrous stainless steel frame extends from the wall.
- Baked white enamel interior.
- Lighted and unlighted models.

*Write for catalog sheet*

# Jensen INDUSTRIES

PRODUCT

165 SOUTH MISSION ROAD  
LOS ANGELES 33, CALIF.  
AN 3-4131

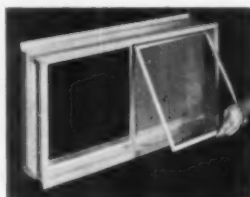
## WESTERN PRODUCTS



### Looks like stone

Stone veneer has appearance of quarried product, yet is one-half the price. Goes on walls, fireplaces, planters, pillars. Composition is organic aggregates plus cements. Applies over brick, concrete block, stucco. Comes in ¾" thick units.—Griffin Enterprises, Inc.

Circle No. 1383 on reply card, p. 119



### Window panes slide

Full wall width basement window has aluminum slider glass and screen, will not interfere with curtains. Units are sealed at top and bottom, have weatherstripping on two jambs. Security lock and low-place latch.—Colorado Metal Products Corp.

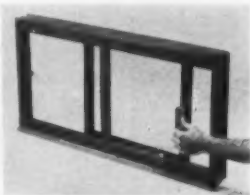
Circle No. 1384 on reply card, p. 119



### Tiles are varied

Concrete-latex tiles use a variety of materials to achieve design effect. Includes ceramics, glass, metal, marble chips, Italian mosaics. Creates hundreds of different wall patterns. Units are ½" thick, measure 4"x4", 4"x8", 8"x8". Special sizes will be made to order.—Panam S. A.

Circle No. 1385 on reply card, p. 119



### Sliders are factory-welded

Steel sliding window is welded into completely integrated unit and factory inspected. Comes in standard two, three, four panel types, can be made to specified design and dimension. Windows are bonderized or prime-painted.—Carmel Steel Products.

Circle No. 1386 on reply card, p. 119



### Siding cuts costs

Redwood siding is said to cut application costs, comes with factory-applied primer paint. One top coat can finish siding in the field. Takes a wide variety of paints. Material is packaged in protective paper wrapping.—Pacific Lumber Co.

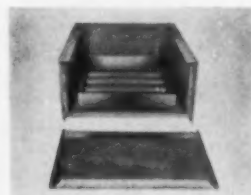
Circle No. 1387 on reply card, p. 119



### Protects door finish

New wrapper protects door finish from dust and paint until installation is complete. Doors are beveled, bored, dapped before kraft moisture-proof cover is removed. Hardware goes in right through wrapper. In ash, birch, beech and ribbon and rotary mahogany. All flush doors.—California Wood Products.

Circle No. 1388 on reply card, p. 119



### Vent bases cut noise

Extended bases for roof ventilators have glass fiber insulated linings, reduce air and motor noises. Units range in size from 15" to 48" square. Construction is galvanized or aluminum.—Western Engineering & Mfg. Co.

Circle No. 1389 on reply card, p. 119



Another nine-page report from  
Douglas Fir Plywood Association

# 22

ways to build more house for the money with

DFPA-QUALITY TRADEMARKED

**FIR PLYWOOD**

5 ways to save with one-step siding-sheathing

5 ways to cut sheathing and subflooring costs

6 ways to build better, faster with components

6 new ways you can use fir plywood box beams

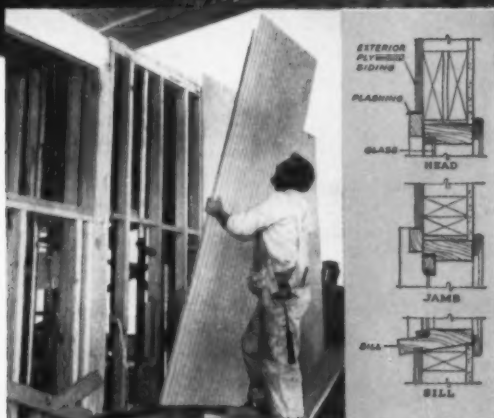


22 WAYS TO BUILD

MORE HOUSE

FOR THE MONEY

# Why spend time and Exterior plywood



Typically, T 1-11 is nailed to studs 16" o.c. Edges are shiplapped. Standard millwork is available to fit. Insulation can be applied between studs if needed. For more information on fir plywood siding-sheathing, write Douglas Fir Plywood Association, Tacoma 2, Washington.

1

## Eichler Homes saves \$200 a house with Texture One-Eleven® siding-sheathing

Eichler Homes of Palo Alto, whose handsome project houses have won most of the country's top awards, is cost-conscious as well as style-conscious. Since switching to Texture One-Eleven® (vertically grooved) fir plywood as siding, Eichler has shaved \$100 a house off his siding costs, and has virtually eliminated callbacks due to faulty siding. By nailing T 1-11 directly to studs without sheathing, Eichler gets the strongest possible wall, while saving \$75-100 per house in sheathing materials and 20 man-hours in labor. Cost of let-in bracing is eliminated too; plywood combined siding-sheathing has ample bracing strength and fully meets F.H.A. requirements.

# money on siding and sheathing? does both jobs in one step

Exterior plywood siding styles vary from Japanese panel-and-batten to traditional lapped



2

**Panel-and-batten** wall on Eugene, Ore. home was simply built with standard  $\frac{3}{8}$ " Exterior fir plywood nailed to studs with battens at joints, and stained. With weathering, plywood checks and acquires a pleasantly textured surface. One-step wall method meant low cost: \$8.75 psf. For the smoothest siding, use overlaid fir plywood, painted.



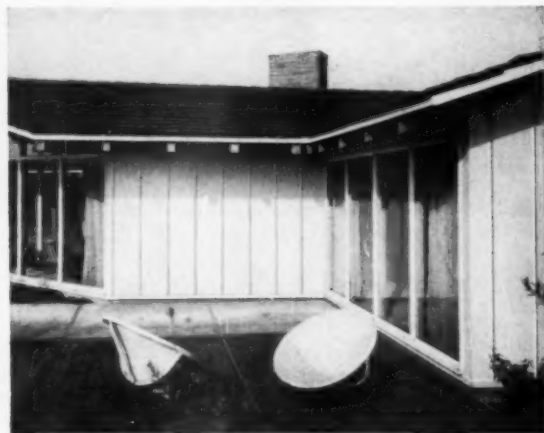
3

**Reverse board-and-batten** effect is achieved by Smith & Kline Construction Co., Castro Valley, Calif. A single thickness of  $\frac{3}{8}$ " overlaid fir plywood serves as siding and sheathing. Inch-wide, shallow vertical grooves in the plywood, 8" o.c., look like battens under joints of board siding. Overlaid plywood permitted elimination of primer paint coat.



4

**Lapped plywood siding** makes a rigid wall without sheathing. On this Olympia, Wash. home, 16"-wide courses were nailed to studs, with wedges at joints. Plywood may be regular or, as used here by designer-builder Charles Sten, overlaid for a premium paint job. It may be ripped, or purchased precut (beveled or plain) in several widths.



5

**Board-and-batten** effect on this Portland, Ore. home is Exterior fir plywood doubling as sheathing. Builder Harold Stroberger applied panels directly to studs, with battens 16" o.c. Overlaid Exterior fir plywood gave an ultra-smooth paint job. With same method and unsanded Exterior, allowed to check with weathering, a rustic board effect results.

Look for the DFPA-quality trademark on all plywood you buy

(CONTINUED)

22 WAYS TO BUILD

MORE HOUSE

FOR THE MONEY



## Fir plywood sheathing a quality house



6

### California builder's plywood roof decking makes attractive exposed-beam ceiling

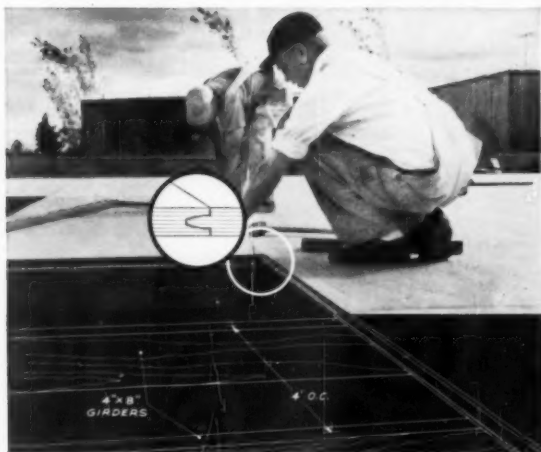
A switch to fir plywood roof decking from car decking cut labor costs 15% for a volume builder in northern California. He uses tongue-and-groove  $\frac{3}{4}$ " A-D Interior plywood with the "A" face down. Ceilings are given a planked effect by V-grooving the plywood 12" o.c. Instead of building soffits, he uses a starter strip of Exterior fir plywood at the beam overhangs, with furring strips to bring its level up to the insulated roof. The plywood roof system saves labor, takes less framing, practically eliminates scrap, and gives a tight, strong roof. There are no loose boards to open up, and plywood is uniform and lightweight, hence easy for workmen to handle. Two men can cut, install and nail the average roof in a day.



Exposed plywood-and-beam ceilings are popular with home buyers. For more information about fir plywood sheathing and subfloors, write Douglas Fir Plywood Association, Tacoma 2, Washington.



# and subflooring help you build at lower in-place cost



7

**New tongue-and-groove 2·4·1<sup>8</sup>** plywood cut labor 37% for Tacoma, Washington builder R. H. Wegner. The 1<sup>1</sup>/<sub>8</sub>" subflooring-underlayment is now available with t&g edges to eliminate blocking. Two men can lay 1,000 square feet in four hours, handling 60% fewer pieces than with conventional joist construction.



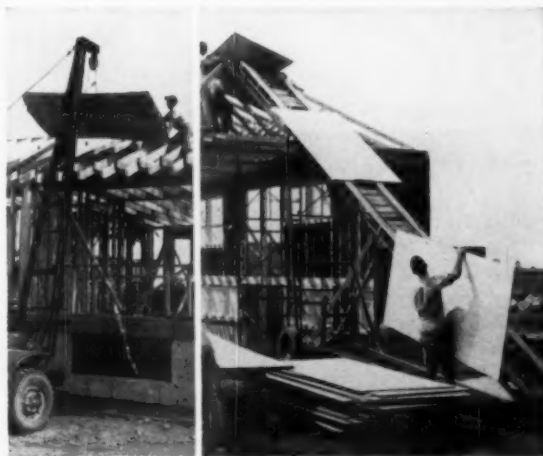
8

**Fir plywood subfloors** have cut floor installation costs in half for Andy Oddstad, big-volume builder in northern California. Using 5/8-inch PlyScord®, one man can install the average floor in one day. It used to take two men the same time to do the job. Waste is negligible and DFPA-inspected PlyScord makes a solid base for finish flooring.



9

**Tilt-up fir plywood walls** mean savings of \$525 per house for Smith & Kline Construction Co., Castro Valley, Calif. They fabricate entire 40-ft. second-story walls, then tilt them up into place. This eliminates the time and cost of erecting scaffolding, and plywood's structural strength makes bracing and blocking unnecessary.



10

**Mechanized handling** of fir plywood roof sheathing helps cut roof construction costs. H. M. Gorelick of Long Island uses a mobile crane welded to a war surplus vehicle to lift sling loads of plywood, ceiling joists, and roof framing. Shapland Homes, Champaign, Ill., gets plywood to second-story roofs with a belt conveyor.

22 WAYS TO BUILD

MORE HOUSE

FOR THE MONEY



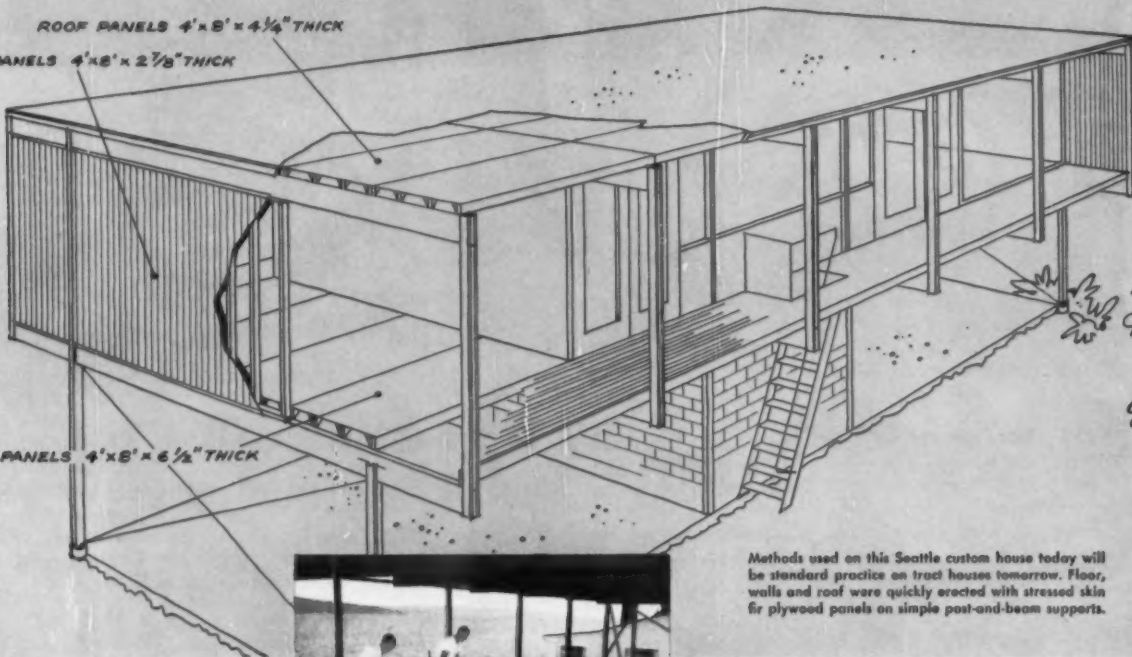
# Plywood components build a better

This house was assembled with big plywood components, not built with thousands of small pieces

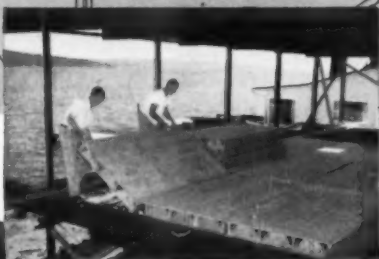
ROOF PANELS 4'x8'x4 1/2" THICK

WALL PANELS 4'x8'x2 7/8" THICK

FLOOR PANELS 4'x8'x6 1/2" THICK



Methods used on this Seattle custom house today will be standard practice on tract houses tomorrow. Floor, walls and roof were quickly erected with stressed skin fir plywood panels on simple post-and-beam supports.



11

**Floor panels** took only 7 1/2 man-hours to install. All components were 4x8 fir plywood "sandwiches" containing insulation and with lumber framing and stiffeners. Plywood type and lumber dimensions varied with application. Panelbild Systems of Lynnwood, Wash. was fabricator and installer.



12

**Wall** components, also plywood panels, took 17 man-hours to install. Outer skins served as siding; inner skins, paneling. Plywood was of two types: vertically grooved Texture One-Eleven®, which was stained; or medium-density overlaid, smoothly painted.



13

**Roof panels**, too, cut labor because they covered 32 sq. ft. at a time, providing ceiling, roof decking in one component. Man-hours required for roof: 15. Total cost of the house was \$13,000, or \$12.50 psf. Contractor was G. A. N. Company; architect, Charles Metcalf.

# cut on-site labor up to 80%, house with closer cost control

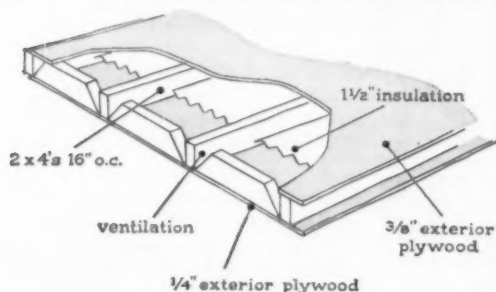
Stressed skin panels can be used for roofs of every design: folded, flat or curved

14

**This unusual folded plate roof** brought crowds to Wedgwood Homes' model house in Portland, Ore. Its quick erection was as remarkable as its looks. Five men put up posts, beams, and prefabricated roof panels in five hours. A comparable conventional roof would take 12 man-days. Roofs like this, made of big stressed skin fir plywood panels leaning against each other in a series of rigid corrugations, are strong, speedily built, and permit long clear spans. Needing fewer supports, they are actually stronger than flat roofs using the same amount of material.



Cutaway shows construction of stressed skin roof panel at left



15

**Flat panels** can also be used on roofs of more conventional design, like this slightly pitched one in Denver. Builder Robert Harlan used 2 x 8-foot sandwich-type fir plywood panels for a 2,560-sq. ft. roof. The double-duty panels were strong, yet light enough for workmen to handle easily. Top and bottom skins were 3/8" Exterior fir plywood; framing and stiffeners were 2 x 4's. Aluminum insulation was placed inside the panel. The "A" face of the bottom skin was left exposed and painted to serve as the finished ceiling.



16

**Vaulted roofs** like the one on the Redi-Gas building in Parkland, Wash. are being adopted by more and more builders for home construction. Components were four-foot-wide arched stressed skin panels of Exterior fir plywood with paper honeycomb core. Lightweight, easily handled, each spans 16 feet. Component construction helped keep total cost of the building to \$8.10 psf.

For more information on fir plywood components, write Douglas Fir Plywood Association, Tacoma 2, Wash.

Look for the DFPA-quality trademark on all plywood you buy

(CONTINUED)

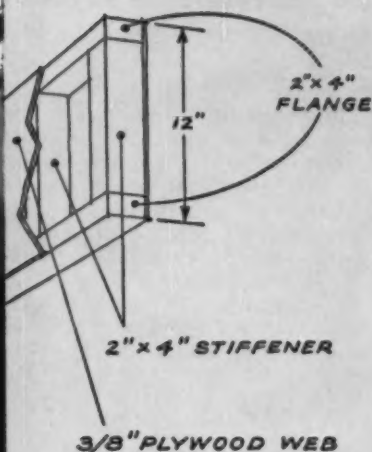
22 WAYS TO BUILD

MORE HOUSE

FOR THE MONEY



## Plywood box beams high in



17

### Case study house proves plywood beams "best and cheapest way to do the job"

This Altadena, Calif. house was sponsored by Arts & Architecture magazine to demonstrate new ways to build better. Fir plywood box beams as roof supports were key components. Made and installed by Berkeley Plywood Co., beams were amply strong, yet light enough for easy handling. Webs of medium density overlaid Exterior fir plywood provided a superior paint base. Since beams extend from inside to outside, durability as well as appearance of finish was important. In-place cost with this premium plywood was about what heavier lumber beams would have cost and far less than glue-lams. Architects were Buff, Straub & Hensman of Los Angeles.



18

**Floor supports** in custom houses of Robert Kronenberg, Hinsdale, Ill. builder, are fir plywood box beams. He finds them strong, stable, shrink-proof. He gets longer spans than with available lumber beams.

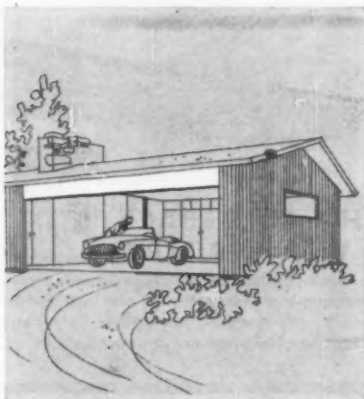
19

**Door lintels** of these small aircraft hangars in Tacoma, Wash. are peaked fir plywood box beams. Strong, economical beams span 40 ft. and support 375 lbs. per lin. ft. Other logical applications for similar beams: garages, marinas and warehouses.



# are low in weight and cost, strength, looks and stability

Plywood box beams can be fabricated in any length or shape, for any load or span



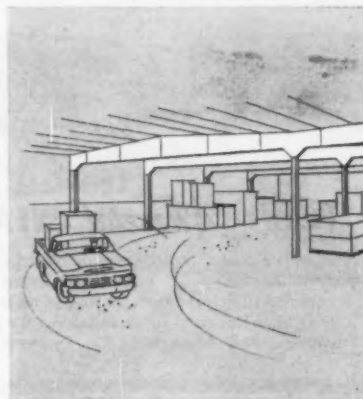
20

Plywood box beams for garage door openings are low-cost and good-looking. Because of plywood's high strength-weight ratio, they are easy to handle, yet amply stiff for long spans.



21

Ridge beams and exposed ceiling beams of fir plywood are smooth and attractive. Long-span beams make sense in home building because they permit maximum design freedom.



22

This warehouse illustrates use of low-cost, strong plywood beams to create a 40' x 80' clear area free of supporting posts or walls. Four peaked beams, spaced 20 ft. o.c., span 40 ft.

## INSIST ON DFPA GRADE-TRADEMARKED FIR PLYWOOD

In building, you stake your reputation on the quality of every one of your houses. You can't afford to take chances with inferior materials. In plywood, you can make sure of quality by always insisting on DFPA grade-trademarked fir plywood.

DFPA grade-trademarked plywood is backed by an industry-wide quality control program. It's guaranteed by the integrity of the producers of 90% of the country's fir and Western softwood plywood. Continual factory inspection and rigid testing in DFPA's laboratories work together constantly to insure quality. If a mill's plywood doesn't measure up, use of the grade-trademark is withdrawn until it does.

That's why today, as for more than a quarter of a century, the DFPA stamp is your assurance of quality plywood. Look for it on every panel.

### DOUGLAS FIR PLYWOOD ASSOCIATION

TACOMA 2, WASHINGTON

—a non-profit association of over 125 manufacturers of fir and Western softwood plywood. Besides quality control, DFPA conducts product research and development to supply you with new ideas and building techniques. In addition, DFPA's national advertising presells your customers on the advantages of plywood construction.

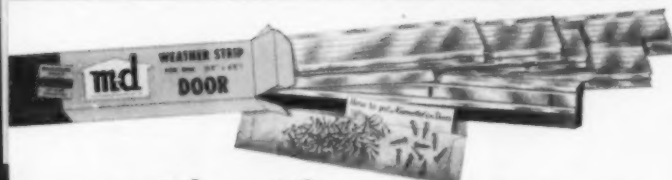
Only plywood which bears the DFPA trademark is manufactured under the industry-wide Douglas Fir Plywood Association quality control program. Always look for the letters "DFPA"



Help your customers to the best...



## QUALITY BUILDING PRODUCTS . . .



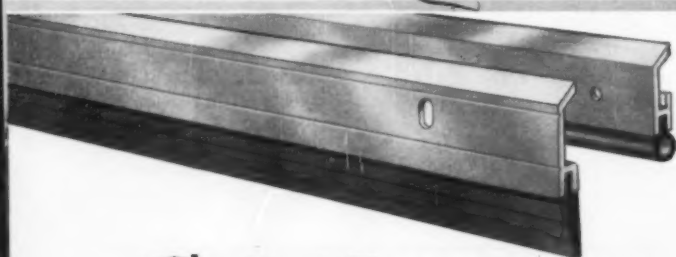
### **md** *Numetal* WEATHER STRIP

In stainless steel or bronze. Complete packaged sets mean easier handling for you . . . easier installation for customers. Each set contains sufficient Numetal strips and accessories for one door. M-D Numetal door sets available with regular door bottoms or with any M-D threshold.



### **md** H-4 FOLD-BACK DOOR WEATHER STRIP

Automatically spaces itself when properly placed against door stop. Economical packaged set for all standard doors. Aluminum or bronze—with any door bottom or threshold desired. Nails, screws and instructions furnished with each set.



### **md** *Jamb-Up* DOOR WEATHER STRIP

Extruded aluminum and durable vinyl. Perfect for wood or metal doors. Comes completely packaged with necessary strip, nails, screws and instructions. Available with or without extruded aluminum and vinyl DV-1 Door Bottom.



### **md** CASEMENT WINDOW WEATHER STRIP

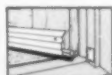
Easy to install on steel or aluminum casements. Slips over window flange. Style No. 1 is used on head and lock side or swinging edge of metal casement windows. Style No. 2 is used on hinge side and the sill.



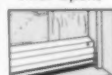
Style No. 1



Style No. 2



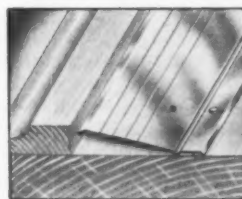
UP when door opens



DOWN when door closes

### **md** *Nu-GARD Automatic* DOOR BOTTOMS

Made especially for doors where bottom must clear carpet or rug. For all doors. Available with silvery-satin or Albras finish—will not rust or tarnish. Furnished in standard lengths . . . 28", 32", 36", 42" and 48".



### **md** On-GARD COIL WEATHER STRIP

All-metal strip in handy rolls. 8 widths in stainless steel or bronze. Has built-in tension, embossed nail zone and hum-proof edge.



### **md** *Nu-WAY* WEATHER STRIP

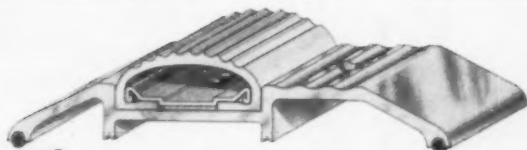
The "original" coil metal and wool felt weather strip. 17-ft. roll packaged with nails and instructions. Packed 12 rolls in free display.

**BUILDERS** Sold by all  
Hardware, Lumber and Building  
Supply Dealers.

**DEALERS ORDER**  
TODAY—your order will receive  
prompt shipment.

Help yourself to more sales!

# for weather-snug homes!



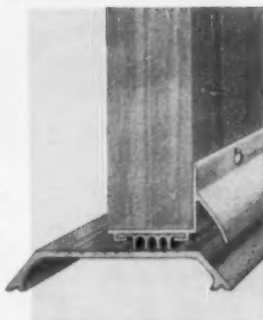
## md EXTRUDED THRESHOLDS

Style AP-3 1/4 . . . America's most popular threshold with replaceable vinyl insert. Note vinyl calking strips under each leg, which may be removed if the use of Nu-Calk Calking Compound is preferred. Available in Alacrome or Anodized Albras.

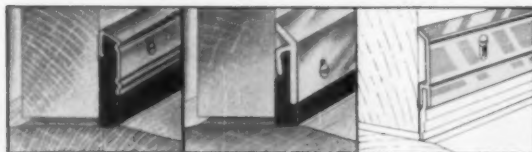


## md Combination DRIP CAP AND DOOR BOTTOM

Complete in one unit. Style DCV for all exterior swinging doors, combines sturdy, extruded aluminum with tough, durable vinyl. Aluminum drip cap sheds water; vinyl air-baffles touch against threshold to stop drafts, keep out dust. Also excellent for use as a Garage Door Bottom.



## md DOOR BOTTOMS



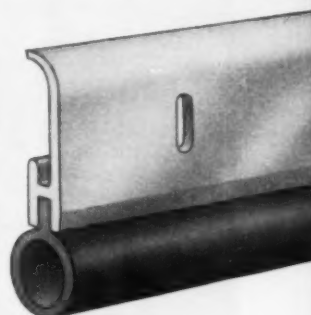
M-D Numetal door bottom. Extra thick wool felt and heavy gauge stainless steel, brass or aluminum in standard lengths.

M-D heavy duty extruded aluminum and felt door bottom in Alacrome or Anodized satin, bright or brass colors, in all standard lengths.

M-D extruded aluminum and vinyl door bottom in Alacrome or Anodized Albras, available in all standard lengths.

## md GARAGE DOOR WEATHER STRIP

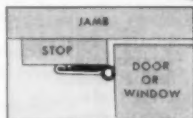
Seals all 4 sides of garage door! Sturdy extruded aluminum and durable vinyl that lasts a lifetime. Exclusive design of vinyl weather strip seals out rain, snow, drafts, dirt. Made especially for overhead doors (both sectional and solid types) but may be used on almost every type of garage door. Packaged sets in poly tubing include screws and instructions.



Seals All 4 Sides of Garage Door

## md Nu-Koil WEATHER STRIP

Features tough, durable vinyl bulb edge combined with flexible, lifetime aluminum. Won't rust or corrode. Lasts indefinitely in any climate. Airtight seal is made when vinyl bulb of Nu-Koil strip presses firmly against door or window. Easy to install. Comes in 17-ft. rolls, packaged with nails, instructions and nailing gauge.



## md Nu-CALK SPEED LOAD CALKING COMPOUND

World's finest calking compound, in loads with or without new plastic nozzle that can be clipped to 4 different size openings. Also in hand squeeze tubes . . . or in 1/2 pt., to 55-gal. drums.

## md Nu-Glaze GLAZING COMPOUND

Always sets to rubber-like consistency. Clean, easy to handle. Use and recommend with complete confidence that it always "stays put." Packed in 1/2 pt., pt., and qt. cans. 25, 50, 100 and 880 lb. drums.



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Manufacturers of Quality Building Products  
BOX 1197 • OKLAHOMA CITY 1, OKLA.

**new DEVELOPMENTS**  
*in plywood*

# ...AT LONG-BELL'S PLYWOOD MILLS



Manufacturing a line of diversified types, sizes, grades, dimensions and finishes of plywood, Long-Bell assures you of prompt delivery and realistic prices.

## EXTRA BONUS VALUES

Equipped with the latest automatic equipment, Long-Bell's ultra-modern plywood plants manufacture plywood panels . . . give you "plus benefits" of such technological advances as Super Microseal® and waterproof plastic overlays.

INTERNATIONAL PAPER COMPANY

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DIVISION

Kansas City, Mo. Longview, Wash.

CHECK YOUR NEEDS . . . CALL TODAY FOR

## Long-Bell Specification Perfect Plywood

### *Douglas Fir Plywood*

Interior Sanded  
Exterior Sanded  
Marine Exterior  
Texture One-Eleven Exterior  
Sheathing Unsanded  
2-4-1

(Prompt delivery is also assured on scarfed plywood in long lengths for marine and industrial uses. Long-Bell plywood will be milled tongue and groove, "V" groove or shiplap, if desired.)

Medium & High Density Overlay Plywood

### *Ponderosa Pine Plywood*

Interior Sanded  
Exterior Sanded  
Sheathing

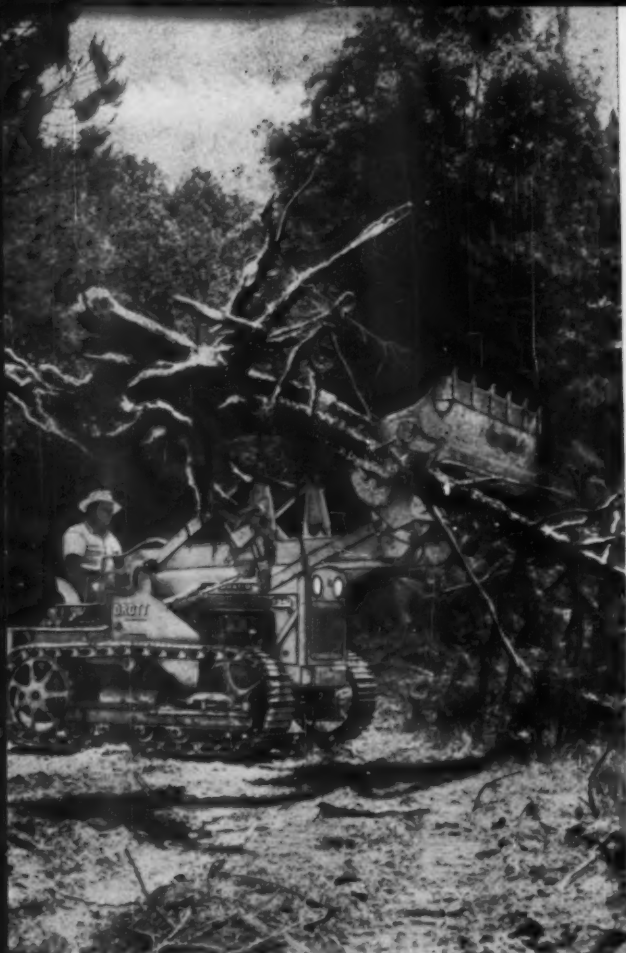
*Idaho Knotty Pine*—Pine inner plies

*Idaho Knotty Red Cedar*—Pine inner plies

*Hardwood on Fir Inner-Ply Construction*

Many species and varieties of hardwood plywood are also manufactured to hairline tolerances.





**Clam-type bucket** lifts and carries bulky objects no other loader can handle without a ground crew. Exclusive pry-over-shoe breakout force develops nearly six tons of force to pry out trees like this.



**Work close to "green" foundations safely.** The T-340 exerts less than six pounds pressure per square inch with 12-inch shoes or about half the ground pressure of a wheel tractor. Exclusive skid shoes help you hold the blade to grade.



**Change tools** at a touch on hydraulic controls. Now it's a bucket with  $\frac{3}{4}$ -yard heaped capacity. Ground level rollback holds the heap, brings the bucket in close to the tractor for maximum stability.

## "We're saving \$100 per home with our T-340 Four-in-One"

**Owning their own crawler tractor loader** is paying off for Grant Construction Company, Macon, Ga., at their Lindsey Park subdivision. In its first season of operation their International Drott T-340 Four-in-One will more than pay for itself as compared with subcontracting as in the past.

**Says General Superintendent Bob Sheppard:** "Our T-340 Four-in-One is full of surprises as each day we find new applications that save time. It's really amazing the way the T-340 completes the job expected of bigger tractors. The Four-in-One gives us the advantages of several different machines in a single unit. We estimate that it is saving us better than \$100 per home..."

**Grant's earthmoving jobs include general site development, tree and brush removal, rough grading, excavating for basements and foundations, back-**

**filling, and fine grading.** The firm has a goal of 150 homes per year.

**Save by doing it yourself** with the cost-cutting, budget-priced International Drott T-340 Four-in-One, either gasoline or Diesel. Compare its power, brawn, and production with any other crawler loader its size. For proof, ask for a demonstration on your job... for illustrated catalog showing T-340 Four-in-One money-saving versatility, write International Harvester Co., P. O. Box 7333, Chicago 80, Illinois.

International Harvester  
Co., Chicago 1, Illinois  
Drott Manufacturing Corp.,  
Milwaukee 15, Wisconsin



**INTERNATIONAL  
DROTT**

New from JOHN DEERE...

***Hydraulic  
Direction Reverser  
with Wet Clutch  
Speeds TEN-TEN  
Loading!***

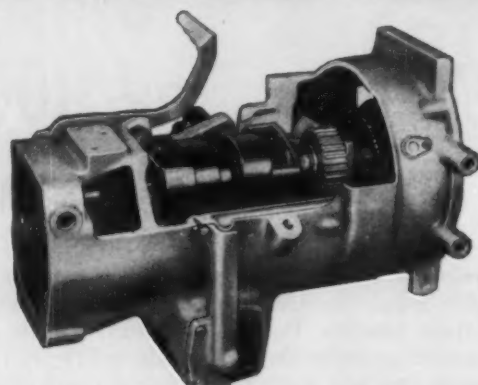


No shifting or clutching required to back away from the truck and head for the bank! Hydraulically controlled direction reverser with big-capacity wet clutch saves effort, speeds cycles, helps increase daily yardage with the new John Deere TEN-TEN Crawler-Loader.

A single operating lever controls all movements of loader lift arms and bucket. Self-leveling 3/4-yard bucket has a roll-back of 40 degrees, developing 8500 pounds breakout. Full-height lift capacity is 4000 pounds, and dump clearance tops eight feet.

John Deere TEN-TEN Crawler-Loaders are available in gasoline and Diesel models of 40 engine horsepower. Purchase may be made on terms of the John Deere Credit Plan or long-term leasing arranged through your John Deere Dealer. For information, locate your dealer through the yellow pages of your phone directory now.

Watch for big news on John Deere wheel tractors



**New Combination Wet Clutch and Direction Reverser Unit**

All-new hydraulically controlled direction reverser, provided optionally, is pressure lubricated and operates with a flick of a lever on the dash. Forward and reverse speeds are available in four gears ranging from .8 to 6.5 mph.

**JOHN DEERE**

BULLDOZERS • LOADERS • BACKHOES  
AND EARTHMOVING EQUIPMENT



# A New Year Demands New Ways to Sell a Tough Housing Market

**I**T'S A TOUGH MARKET, all right. And it's got a lot of us troubled as to how we'll sell it. Still, in any city you visit you'll find at least one builder who is selling hot while his neighbors cry the depressed market blues.

What are these builders doing that's helping them sell? You ask, and their answers—nearly identical and almost too simple—add up to this: they're giving the buyer what he wants.

Now that sounds obvious. Yet, a large percentage of people we've been surveying during the past two years reveal that builders haven't been offering them what they want. So, they haven't been buying.

Well, that creates a pretty mess. All through the post-war years you've been selling houses by giving buyers what they wanted. They wanted shelter, you gave them shelter. They wanted a ranch, they got it; they wanted a split level, they got it. They were happy and you were happy. Now, suddenly, they've stopped buying. And they tell you they've stopped because

you're not giving them what they want. It almost makes you want to throw up your hands and plan a 1961 career in selling marbles.

Well, you don't have to do that. But, if you're planning to sell you will have to realize a few things about this year's buyer.

First, the 1961 buyer is a brand new breed of "cat" than we've been used to. Second, you need a whole new approach to selling him.

Who is this new 1961 buyer? Well, he's a real sophisticate who knows what he wants in a house. He's smart, his taste has become more refined, and he's got more money than he's ever had before.

He knows more about materials that go into a house. He knows how to look for hidden, as well as visible, values. He wants to know whether the house is insulated and what kind of insulation. He knows house design; and he knows exactly what he wants his house to do for him in terms of prestige.

This knowledge, though, is not enough. He's a new breed of buyer, all right, and he's sophisticated, but

*Stanley Edge, head of Washington, D.C.'s Stanley Edge Associates, market researchers and marketing experts, tells AMERICAN BUILDER how to sell in '61.*





## Research your area . . . pick your target



**"You need market research—not national data but classification of what you can sell to your local market."**



**"You must plan for success. A try-and-see approach won't work in this rapidly maturing industry."**



**"Make yourself a professional. You've got an important industry status and the more you respect it, the more your market will respect you."**



**"Plan new designs. House desires are changing as rapidly as the people we call buyers. And they're a brand new breed."**

what he wants in Oshkosh he wouldn't take on a silver platter in Medina.

So, if you're going to sell him in 1961 you're going to have to know more about him in terms of your own bailiwick—your local market. There's only one way to do that. And that's through market research or what we call market knowledge.

Your local market is like a big checkerboard. It's made up of a series of squares. Each represents a segment of the market—blue-collar, junior executive, senior executive, ranch, split-level, and so on.

What market research will do is give you your first important sales tool for 1961. It will classify your market.

You just can't classify cities by dollars alone. What's important to know is what the potential is in terms of labor categories—rank and file workers, foremen, superintendents, company presidents.

Research will give you this classification. And it will give you more than you need to know. For instance, you may learn you have a big blue-shirt worker market. How do you advertise for him, how do you design for him? A big help is being told what he's like.

He's friendly. He develops first-name relationships quickly. He doesn't try to keep up with the Joneses. His home life is very important. He wants a good floor plan with lots of small rooms. He wants friendly neighbors who are as unconcerned with the Joneses as he is. He reads Confidential Magazine.

This information gives you several sales breaks. It tells you in part what kind of house to design for him. It tells you what kind of advertisement to design. It tells you he'll go for bold and somewhat brassy promotion—a modification of the old circus approach. It tells you to talk financing terms in all your selling efforts.

Research might reveal a junior executive—or white collar—market in your locale eager to be sold.

Tackle this market and you'll want to know something about this particular guy. For instance, he generally buys in the medium price house bracket. He's something of a snob. He worries about conformity. The house he buys must be smartly designed so that he can be proud of it and impress his friends with the fact that he made a smart decision. He wants to live with the smart suburbanites. He is a status-seeker and is concerned with the "rightness" of things. He wears olive-green suits and he, too, reads Confidential Magazine. But he tears off the covers.



## ... design for its needs ... boost sales

This knowledge gives you some approaches to designing and selling to him. You design smartness into the house you want to sell him. Your advertising is smart in its wording and will appeal to his snobbery. Your selling will require a direct approach. Your promotions must be "classy." You'll offend this buyer with pony rides and free popcorn.

Research might reveal a good market in your locale of senior executives. That means expensive homes.

It tells you where to build your houses. These people want to live with other "rich" people. They want to belong to the same clubs as their neighbors and attend the same college reunions.

The senior executive consults several sources before making decisions. He shops around a lot. He looks for the advice of others. He, too, incidentally, reads Confidential Magazine—but only the ads.

What I'm trying to point out with all this is simply: you've got to sell to a specific market. And to do that you've got to classify it—know what it is and what it wants.

If you're a speculative or merchant builder, you've probably been operating a "try and see" type of business. You build sample houses on a trial basis. You develop an advertising theme, try it once, and see how it works out. You run all over the United States with a camera snapping pictures of other builders' houses and apply the ideas to your own. This stuff will work only in your own locale. If you want to sell this year you'll have to develop a better recipe for your business. You've got to start out with proven ingredients, bake them at the right temperature, and be reasonably assured that the public will eat the cake. You've got to plan for success.

You've got to build success into your business with better management procedures.

Planning success is a long-range, complex, and sometimes difficult job. But all successful businesses do it. And now that homebuilding is becoming a more mature industry, you've got to do it too—or you won't sell.

### Plan new designs

We've come a long way from the days of the hollow box. The buyer is changing and he won't buy unless you design to conform to his changing demands.

Tomorrow's house will no longer depend on glamor. It will be a series of inter-related cubicles where all activities can be done separately

and concurrently.

The big living room will give way to a rebirth of the old-fashioned parlor. The family room will merge with the kitchen and become the living core of the house. Speaking of kitchens, do you know what housewives want in kitchens today?

For years, builders, manufacturers and architects have tried to sell housewives on the craving for kitchens with three-step-in-any-direction push-button designs. The housewife doesn't want this. She wants a kitchen to be a household office.

She wants it to have all the charm of the open fire and the whistling tea kettle. Maybe this sounds too romantic for a business as practical as ours. But beyond the mortar you must create consumer appeal and spell it out.

And make your bedrooms larger. Give them more storage space. Every phase of our manner of living has changed. We have more clothing, both in quantity and variety, than ever before. Don't sell bedrooms as sleeping rooms; sell them as personal rooms. And another interesting trend. There's a marked return to full basements. Buyers want them and in many areas they just won't buy unless they get them.

### Make yourself a professional

Last year's best selling book was a nonfiction work called *Hidden Persuaders*, by Vance Packard. And way up on the list this year are two others by the same author, "The Status Seekers" and "The Waste Makers." Get them and read them. Both would have been laughed out of the country 15 years ago. But today they are an important documentation of the kind of life we

presently lead. This kind of information will make you a professional in this building business.

What is a professional? He's a guy who does something for a purpose as opposed to the guy who does something then hopes it serves his purpose.

Being a professional in building means simply this: know your market and build and sell to its demands.

Don't just build a house because you have a set of plans around and you'd like to build that kind of house. In yesterday's market you had a good chance of finding a buyer. This approach is too risky for today's market. (Although it has one advantage.) If you can't sell it and have to move in yourself you'll like it. But even there, you're designing, building and selling to a market—even though you happen to be it.

### Upgrade your salesmen

Make your salesman a professional, too. Make sure he upholds the prestige of himself and his industry.

Make sure he is positive in his actions, that he takes the lead, that he works at selling. You know, there's one characteristic we have as Americans. We like to be sold, and we like to like those who sell us.

A major part of a good salesman's presentation should be to sell the builder's reputation.

And reputation in our business is represented wholly by quality and service. The second, third, and fourth-time buyer and these are a big part of our current market potential—will be influenced by a good service record.

### What are the growth builders doing?

Every locality boasts at least one builder who is selling "hot" while his neighbors struggle through a soft market. What are they doing that's so different? Ed Mears of Medina, Ohio, took a rough terrain that nobody wanted, fitted it with smart homes, merchandised a new way of life. . . . Dave Fox in Dallas made it a practice of recording facts about his prospects for months. When the market got tough he redesigned to what his prospects wanted and rapidly posted "sold out" signs for Fox and Jacobs. . . . Par Construction in Cleveland put five models around a *cul de sac*, opened the homes fully furnished and without "hands off the furniture" signs. This, plus smart, professional merchandising, makes them leaders in their areas. . . . In South Bend, Ind., Andy Place's market research told him his \$25,000 to \$28,000 market was exhausted. So, after careful research, he came out in the \$18,000 to \$22,000 price range, and is now enjoying one of his best years. . . . Jack Worthman in Fort Wayne, famous for selling style, used up all his style-conscious customers. Research showed him a new market of second-time buyers who wanted new designs. He gave the buyers what they wanted and boosted sales. . . . Bob Schroeder, out in Long Island (N.Y.), came up with an "expansion ranch" offering 1,900 sq. ft. of space for \$14,000. He sold 37 homes to a \$5,000 a year market before opening his model.



## Buyers sell themselves

**T**here's a law of physics that every action has an equal and opposite reaction. There should be a law of merchandising that sales pressure is apt to be met by equal and opposite sales resistance.

You can see buyer resistance to high-pressure selling almost anywhere—the averted eyes, the mumbled exchange with spouse, the heavy stance.

But to see a masterpiece of low-pressure selling, drive 15 miles east of Washington to Levitt and Sons' new Belair community near Bowie, Md. There you will find relaxed buyers, on their own, thoroughly ransacking the models for reasons to buy, as in the pictures above. The report is they bought well over 600 houses in the first month the doors were open. And sales have been notoriously tough to make in the Washington area.

Of course the location is good. Pretty, rolling country. A 4-lane

limited access superhighway going through nearby that will put downtown Washington within 30 minutes. And the values are exceptional. There's a \$14,900 Cape Cod model, with 4 bedrooms, 2 baths and air conditioning.

But the sales operation itself may well be even more impressive to you. You'll find that:

- 1** The salesmen themselves are serenely confident that the values they have to sell are unmatched.
- 2** The new salesmen have had six weeks' training—four in the field, observing construction—two in and around the mortgage department, learning the legal and financial ends of the business.
- 3** The salesmen have in the office a thick 8½ x 11 black loose-leaf notebook ("the bible") that answers even obscure points that a buyer

might question. "The driveway? Let's see . . . 4 inches of bank run gravel, 2½ inches of black top." If a salesman can't find an answer in the book, he refers the question to sales manager Stan Langford; he never says he doesn't know; he never guesses.

**4** Salesmen are paid on straight salary. Thus they don't pressure a man while they've got him; they tell the man that if they're not on hand when he comes back, any other salesman can give him just as good service.

**5** Salesmen are taught to speak right out firmly and clearly, with no whispering. This gives their sales office a quality of openness and honesty that you have to hear to believe.

**6** Everything is open and above board; it couldn't be more clear to



## (with expert help from Levitt)

the prospect what's included in the price, or what's not included. A sign in the kitchen of all five models says: "All the equipment you see in this house is included in the price, including the air conditioning."

**7** The emphasis is on service—the salesmen seem more to be acting in the buyer's interest than in the seller's interest. "There is none of the old pounding on the head—buy, buy, buy," says one Levitt executive. "That's out-of-date."

**8** People going through the models are relaxed. A uniformed attendant in each model may open the door and ask if you have literature, but that's as far as he goes. Generally, you don't find salesmen in the models; they're in the office. "I haven't been in this house four times in the last month," said one salesman, who'd come to answer some questions on the scene.

**9** The salesmen don't hand you a spiel. They assume you're interested, intelligent. When you ask a question, they answer it fully, as specifically as possible. Whenever possible, they quote somebody else. Ask how much it will cost to heat, say, the 1,400 sq. ft., 3 bedroom 2 bath "Rancher" and they'll pull out a notebook and say: "We don't have operating records yet, of course, but the gas company came out and made a study; they estimate it will cost \$154 a year, on the basis of an 8-month heating season."

**10** Where promises can be made, they're exact. The buyer is not told the month of occupancy, or the week; he's told the day.

**11** In areas where there can be no control of what the buyer will get, he's told that. Exterior color, for example, will depend on the work of a color coordinator, who

will be concerned with pleasant overall neighborhood effects.

**12** If you ask a salesman about a change you'd like, don't expect his face to fall. "That's one of the secrets of the value Mr. Levitt can offer," he will tell you. "If we let the bars down on changes, you'd have to pay much, much more for a house—believe me."

Exactly what Levitt and Sons' merchandising formula is has been widely speculated upon and argued. As you leave this latest Levitt community you may easily decide it is: (1) create a value display that goes as far as it can to speak for itself, (2) provide immediate, detailed, accurate, authoritative answers to every question that may enter the buyer's mind, and (3) let the buyer sell himself. In short, by means of zero sales pressure achieve zero sales resistance.

# Post-sale selling insures

Western builder Herman Sarkowsky shows marked increase in referral buying through post selling; marketing service offers sample method for use by contractor and salesmen

**O**UT OF 100 SALES in the first six months of 1960, United Homes, of Tacoma, Wash., realized 56 from direct referral.

In 1959, they sold 312 homes—72 of which resulted from referrals. And in 1958, out of 298 sales, 78 were made as a direct result of referral by previous buyers.

"This increasing ratio," says United's president Herman Sarkowsky, "is the result of more and more attention being given in recent years to the all important subject of post-sale selling."

"In other words," Sarkowsky says, "taking definite steps to keep buyers happy and enthusiastic about their homes after the purchase."

## Program Has Six Points

United starts a six-point program as soon as earnest money is put down.

- A letter goes out thanking the buyer and assuring him on his good purchase.

- Photo of the house under construction arrives a short time later.

- As completion date nears, a letter notifies the buyer so that he can make his moving plans.

- When the house is turned over, a United representative and the buyer go over a check sheet.

- If the buyer has a complaint, it is acknowledged on the same day as received. Repair or customer notification as to when the trouble will be fixed occurs within 72 hours.

- After the buyer and his family have moved in, they are treated to dinner at a good restaurant. It's an informal celebration and evidence that United Homes appreciates their business.

"These methods are not startlingly new, nor are they expensive," says Herman Sarkowsky. "The big thing is to get the idea over that you are genuinely interested in the buyer being satisfied and happy about his purchase."

## Contest Helps

One merchandising idea which ties in with post sale selling was a landscaping contest run by United in its Park Orchard tract. The development is planned for 1,100 homes and selling will continue for several years.

Since attractive streets and lawns are a definite aid in sales, Sarkowsky decided on a landscaping contest. It ran from April to Labor Day last summer. Although he had only 78 owners at the beginning, he posted three prizes—\$500, \$300 and \$200.

Each owner was given three landscaping plans with which to work. The result was a beautiful neighborhood and a definite aid to United's merchandising program. In addition, the owners felt it made for more pleasant living.

## Housewives Help

Sarkowsky also took advantage of the fact that the best possible sales people are present owners. On Sundays he hires four housewives from the Park Orchard tract to act as hostesses in his four model homes. The wives receive a modest sum.

Besides conducting prospective buyers through the homes, the ladies drum up entries for a door-prize contest. This one is open to all people who have visited models during the first two weeks after the opening of a new unit.

## Builder Moves

During the past five years, United Homes have built over 1,250 units, ranging in price from \$10,700 to \$27,000. The firm operates in five different communities throughout western Washington. Each community totals nine subdivisions. Sarkowsky's eventual aim is to add at least two new communities per year for the next several years.



**HERMAN SARKOWSKY**, United Homes president, has long been an advocate of post-sale selling. United builds in five communities in western Washington.



**FOUR HOUSEWIVES** from United's Park Orchard tract help in the merchandising program. They conduct prospects through model homes, answer questions.



# easier sales in the future

## These tips make selling simpler

**YOU SPEND 30 minutes more** with the customer after he has bought the house. That's the heart of post-sale selling as advocated by Jim Mills, head of Home Facts, Inc., New Canaan, Conn.

The program involves these four simple steps:

- A week after the buyer moves in, the man who sold the house—you or your salesman—call on the owner, accompanied by a serviceman. You explain, "we're here to check over the house, Mr. Smith, to see if everything is ok."

- While the serviceman goes over the place, you engage in conversation with the owner. You *resell* the house. More important, you gain information about *what the new homeowner likes best about the house*. From the conversation come new selling points. It's free research.

- Before leaving, you turn responsibility for the house over to the serviceman. "Joe will be back in a week or so, Mr. Smith. Meanwhile, thanks again. Call Joe personally if there are any problems." Now you—or your salesman—are finished. The rest of the program is handled by nonsales personnel. And you can devote all your time to the next customer.

- Joe returns in a week. "Do you remember me, Mr. Smith? Joe, from Ajax Builders. I just wanted to make a final check-out before we leave you with your new house."



**JIM MILLS** heads Home Facts, Inc., New Canaan, Conn., a marketing service for home builders.

Jim Mills says, "You build friendship among customers when it appears to them that you are looking for complaints. You're not trying to duck out and disappear. And your savings are worth ten times the cost of a 30-minute call, much less the serviceman's final check-out."

Here's why:

1. *You save direct sales cost* because referral customers are quicker, easier to sell.
2. *You save advertising costs* because word of mouth turns up many truly interested leads.

3. *You save research time and cost* because your own salesmen dig up information you need to sell better—perhaps even to make important design changes.
4. *You save on service costs*. Both because of Joe's visits and because your home maintenance tips keep homes in better shape right from the beginning.
5. *You save the total loss of "kick-outs"* because post selling produces presold referral customers who stay sold.

### Follow-up Mail

An important part of post-sale selling is follow-up mail from your central office. It must contain information pertinent to the buyer.

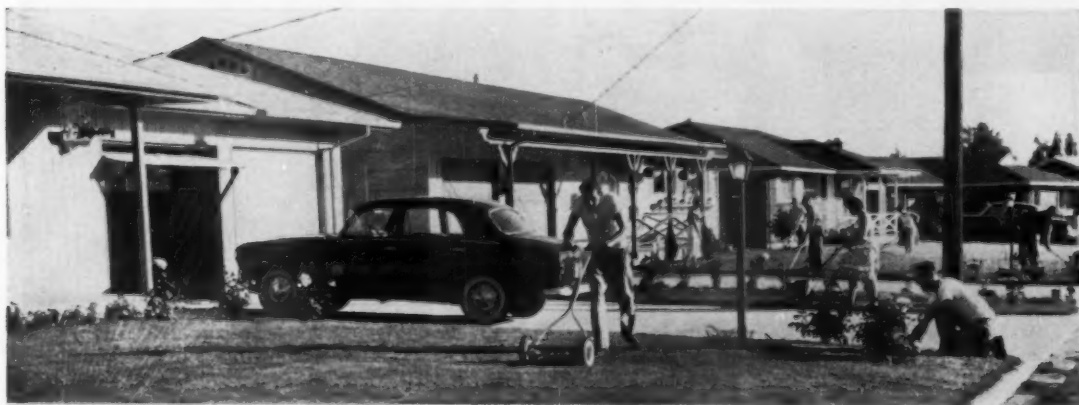
Here are some examples:

- A check-list for winter and spring advises the owner of safeguards for his home.

- Important local codes often are not considered by a home buyer. Mailers could point out restrictions on extra garages, swimming pools.

- General information questionnaires could invite criticism and complaints.

And that, of course, is the entire purpose of post-sale selling. You give the customer some attention after he has spent his money, and he appreciates it. He looks upon you as the best builder on earth. He tells his friends. They come to you half sold and you approach them well recommended.



**LANDSCAPING CONTEST**, which ran from April to Labor Day, drew terrific response in United's Park Orchard development. United gave each home owner three landscape plans

with which to work. Three prizes were posted—\$500, \$300, \$200. Result was an attractive, well kept neighborhood to which salesmen could bring prospective home buyers.

# Swift-selling split level



**BRICK-WOOD-GLASS** combination gives split a custom look. Alternate walk-in basement design is available, with well-



**DIFFERENT CEILING LEVELS** visually separate living areas. Fireplace, paneled wall add custom touches at little

extra cost. For impact, Prows decorates models with furnishings that carry out style and design features of the house.

# for a slow market



windowed lower space suited for extra rooms.

- Sales linked to "Hidden Value" merchandising, custom features, low price
- House design figured as status symbol
- Wide price range helps boost business

**I**T WAS ALMOST the same story across the nation in 1960: business bad, except for the builder that teamed good design with sound, impact-type merchandising programs. Youthful designer-builder Dick Prows, who heads up Richard Prows, Inc., of Bountiful, Utah, is no exception to this combination of ingredients.

A fast runner in Prows' stable of designs (one of every eight in a 100-house tract) is the "Cherry Hill" split-level model, pictured and blueprinted this month.

"Splits are nothing new in the Salt Lake City area," says Prows. "They haven't been what you would call exceptionally tops on the market in the past." But Prows has changed this picture by designing a split that looks different, looks larger, and has better features. Because of these features, Prows feels his splits have become a sort of status symbol in its income market to many prospective buyers.

The Cherry Hill is clean-cut contemporary at its best. It looks much larger than its 1,142 sq. ft. of living space—accomplished by unbroken roof line, window walls, and carport. Inside, the house features a large (16'9" x 15'6") living room with fireplace; a kitchen-dining area, distinctively separated to customize it, 3 bedrooms, and 1½ baths.

The house sells for \$15,950, with a \$700 FHA downpayment. Financed over a 30-year term, the monthly payments are \$106., FHA. For vets it runs \$101.



**FOR THE COST** of a divider, kitchen-dining rooms can be separated to highlight custom theme. Prows feels design

alone doesn't tell the story: "You have to have features that catch the eye, yet be able to keep the house simple."

## BLUEPRINT HOUSE



**GATE, LAMP THEME**—carried throughout Prows' advertising and promotion—highlights entrance to model home sites. Cherry Hill split (foreground) is on \$1,700 lot.

**DIRECTIONAL SIGNS** placed along major roads in and around Salt Lake City area point way, tell price. Handsome brick entrance to development gives feeling of permanency.

**AMERICAN BUILDER**

**BLUEPRINT No. 281**

### The estimating take-off for Cherry Hill split level house

#### AMERICAN BUILDER HOUSE NO. 281

|                        |             |
|------------------------|-------------|
| L = lin. ft.           | C = cu. ft. |
| S = sq. ft.            | U = unit(s) |
| LIVING SPACE AREA      | 1,155 S     |
| BASEMENT AREA ONLY     | 535 S       |
| CRAWL SPACE AREA ONLY  | 525 S       |
| PORCH & C.P. AREA ONLY | 320 S       |
| STORAGE AREA ONLY      | 50 S        |

#### —EARTH EXCAVATION & GRADING—

|                                  |         |
|----------------------------------|---------|
| Topsoil 6" Grade Exc. & Pile     | 6,400 S |
| Earth Basement Excavation        | 5,600 C |
| Earth Foundation Exc. & B'fill   | 45 C    |
| Earth Hand Footing Exc. & B'fill | 350 C   |
| Gravel 4" Floor Subfill          | 905 S   |

#### —CONCRETE CONSTRUCTION & FINISH—

|  |         |
|--|---------|
| 2500# Conc. Wl. Pier & Chim. Footing       | 185 C   |
| 2500# Conc. Wl. Pier & Chim. Footing Forms | 325 S   |
| 2500# Conc. Foundation Wall                | 410 C   |
| 2500# Conc. Foundation Wall Forms          | 1,160 S |
| 2500# Conc. 8" dx 33" Post Piers & Forms   | 2 U     |
| 2500# Conc. 3½x6" Wall Curbs & Forms       | 55 L    |
| 2500# Conc. 4" Floor Slab O.G.             | 535 S   |
| 2500# Conc. 4" C. Port & Por. Slab O.G.    | 320 S   |
| 2500# Conc. 4" Storage Slab O.G.           | 50 S    |
| P.C. Conc. 4'x2'4x4" Chimney Cap           | 1 U     |
| Monolithic C. Port & Porch Floor Finish    | 320 S   |
| Monolithic Floor Finish                    | 585 S   |
| Carb. & Grout. Expos. Conc. Rubbing        | 140 S   |
| Kraft Paper Floor Prot. & Cure             | 905 S   |
| Rigid Fiber 1" Found. Wall Insulation      | 215 S   |
| #4 Steel .668# Reinf. Rods                 | 445 L   |
| Trade Items Set-In                         | Sum     |

#### —BRICK & BLOCK CONSTRUCTION & VENEER—

|                                     |       |
|-------------------------------------|-------|
| Face Brick 5½" Exterior Wall        | 750 S |
| Face Brick 5½" Exterior Wall Veneer | 190 S |
| Face Brick 5½" Chimney Veneer       | 95 S  |
| Face Brick 4" Fireplace Facing      | 10 S  |
| Fire Brick 4" Fireplace Lining      | 20 S  |
| Fire Brick 4" Hearth Paving         | 10 S  |
| Common Brick Chimney Construction   | 35 C  |

|  |         |
|--|---------|
| Lava Block 3" Ext. Wall Backing Face     | 190 S   |
| Vitr. T.C. 12x12" Flue Lining            | 8 L     |
| Acid & Grout. Expos. Brick Clean & Point | 1,075 S |
| Acid & Grout. Expos. Block Clean & Point | 190 S   |
| Galv. Metal Z-Bar Brick Anchors          | 42 U    |
| Trade Items Built-In                     | Sum     |

#### —GYPSUM WALL & CEILING BOARDING—

|  |         |
|--|---------|
| Foil-Back Gypboard ½" T.J. Wall Boarding | 910 S   |
| Gypboard ½" T.J. Wall Boarding           | 1,985 S |
| Gypboard ½" T.J. Ceiling Boarding        | 1,055 S |
| Gypboard ½" Wall Lining                  | 180 S   |
| Gypboard ½x2" Ext. Wall Furring          | 575 L   |
| Gypboard ½" Beam Enclosure               | 35 S    |
| Metal Corner Beads                       | 68 L    |

#### CERAMIC & MARBLE FL. & WL. TILING & SADDLES

|                              |       |
|------------------------------|-------|
| Ceramic Floor Tiling         | 75 S  |
| Mastic Ceramic Wall Tiling   | 165 S |
| Ceramic 6" Wall Base         | 32 L  |
| Ceramic 4" Window Sill       | 23 L  |
| Marble 1½x6" Door Saddle     | 5 L   |
| Ceramic Toilet Paper Holder  | 2 U   |
| Ceramic Tumb. & Brush Holder | 2 U   |
| Ceramic 24" Towel Bar        | 2 U   |

#### —METAL & GLASS BATHROOM ACCESSORIES—

|   |     |
|---|-----|
| Gl. & Metal Med. Cabinet, Mirror & Acc. | 2 U |
| Chrome & Fab. 5' Shower Rod & Curtain   | 1 U |
| Chrome Metal Toilet Paper Holder        | 1 U |

#### —LUMBER FRAMING & CONSTRUCTION—

|                                  |         |
|----------------------------------|---------|
| 3x6" Fir Beam Support            | 5 L     |
| 2-2x10" Fir Carport Roof Beam    | 5 L     |
| 2-2x10" Fir Door Header          | 10 L    |
| 3-2x8" Fir Floor Beam            | 20 L    |
| 2-2x8" Fir Floor Header          | 35 L    |
| 2-2x8" Fir Stag. Part Plate      | 15 L    |
| 2-2x8" Roof Beam                 | 35 L    |
| 2-2x8" Door Header               | 20 L    |
| 2x8" Fir 12"-o.c. Floor Joists   | 1,080 L |
| 2x8" Fir 16"-o.c. Roof Joists    | 1,400 L |
| 2x8" Fir Stag. Part Shoe         | 15 L    |
| 2x8" Fir Cornice Fasc. Nailor    | 225 L   |
| 3-2x6" Fir Roof Beam             | 80 L    |
| 2x6" Fir 16"-o.c. Ceiling Joists | 20 L    |
| 3-2x4" Fir Rough Window Sill     | 15 L    |
| 2-2x4" Fir Door Header           | 30 L    |
| 2-2x4" Fir Partition Plate       | 260 L   |

(continued on page 231)

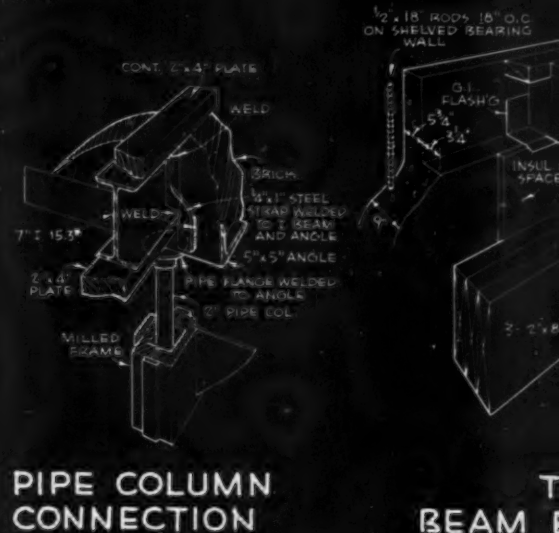
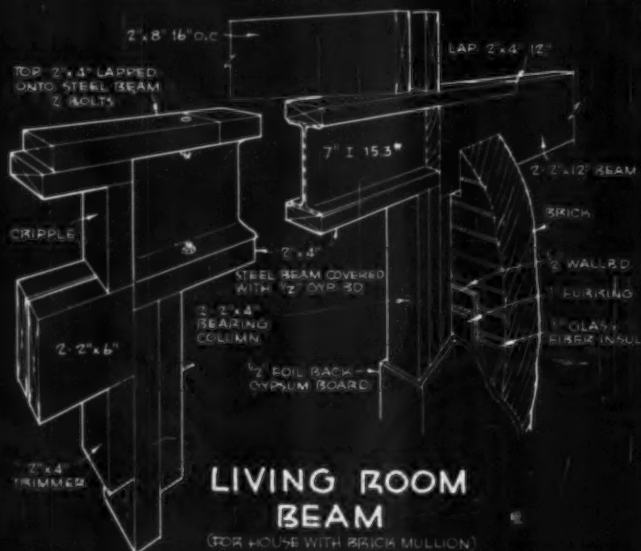
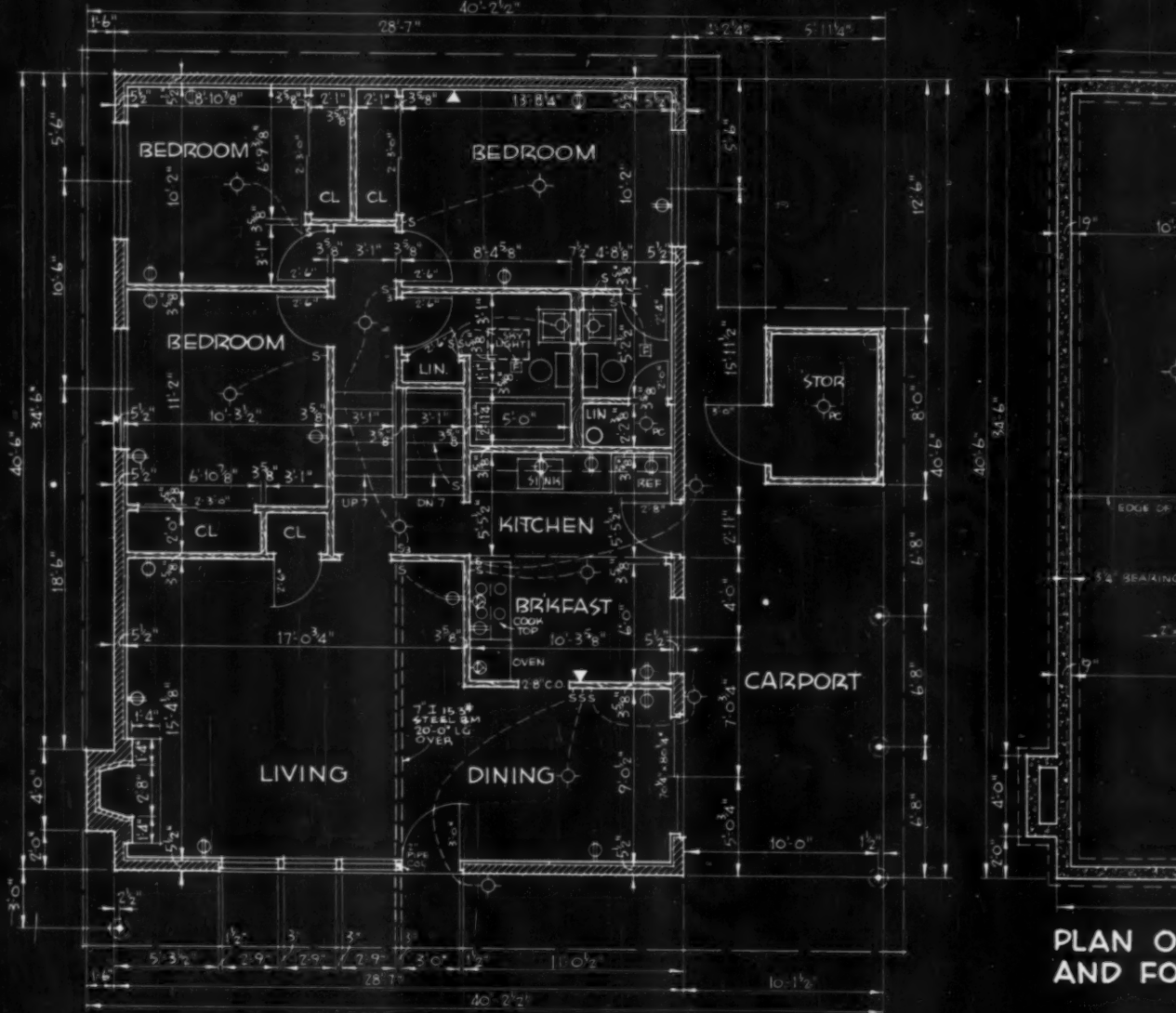
### Quality products used in this month's Blueprint House

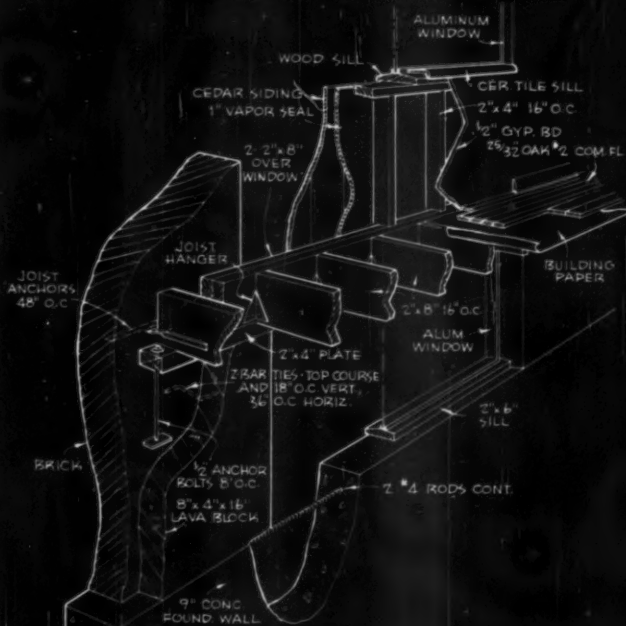
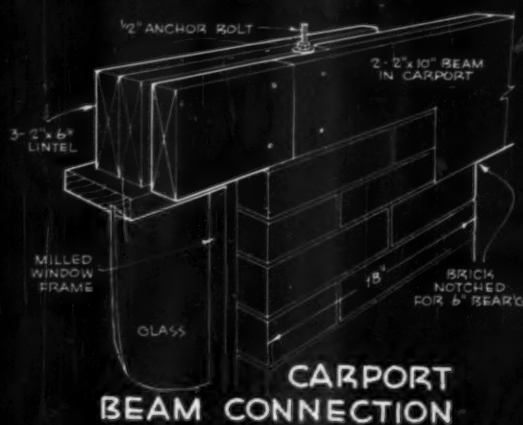
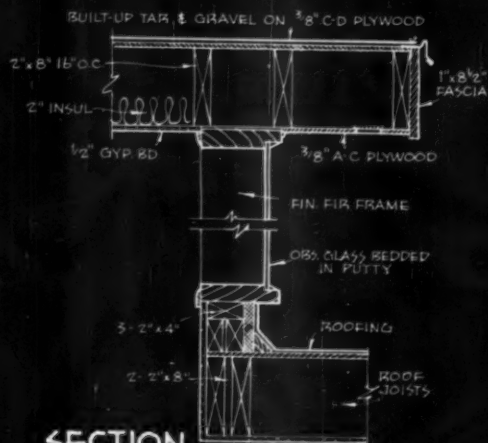
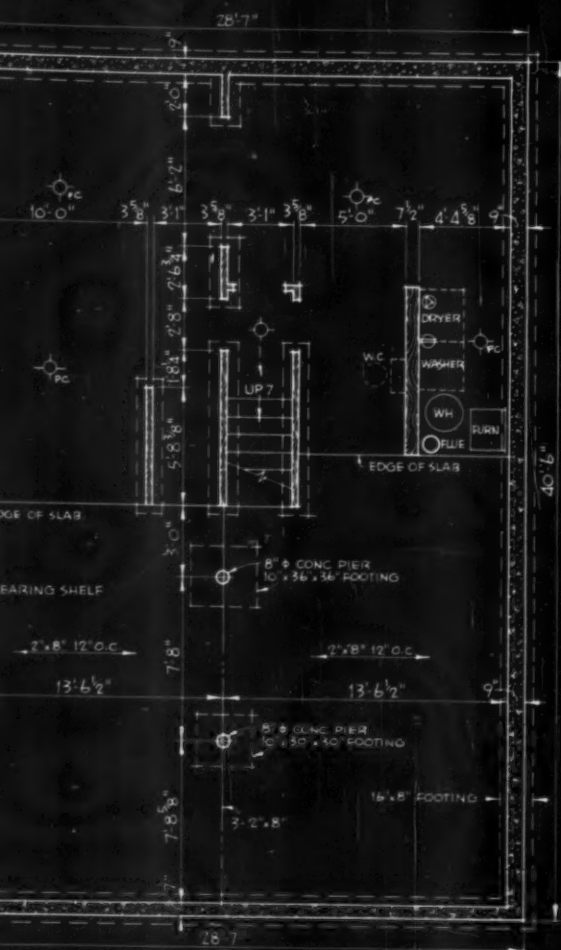
Interstate Brick; West Coast fir and K. D. Western Hemlock; United States Gypsum Board interior walls and ceilings; American-Standard Plumbing fixtures; Wilsonart plastic-laminated preformed countertop; Arco mahogany kitchen cabinets; Sillers paints; Armstrong linoleum; General Elec-

tric appliances and disposal; ceramic tile tub-shower and window sills; Stanthony kitchen hood; Weiser interior and exterior doors; Lennox forced-air perimeter heating system; Fiberglas insulation; Nu-Tone intercom system; Boise Cascade, Georgia Pacific, U. S. Plywood roof deck; Visqueen ground cover.





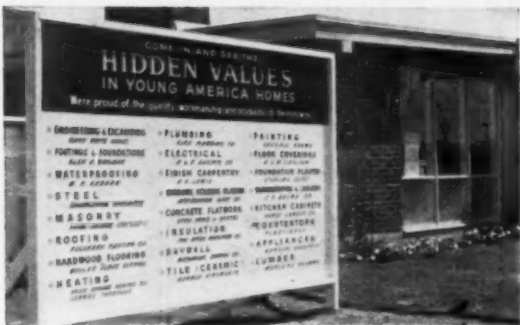








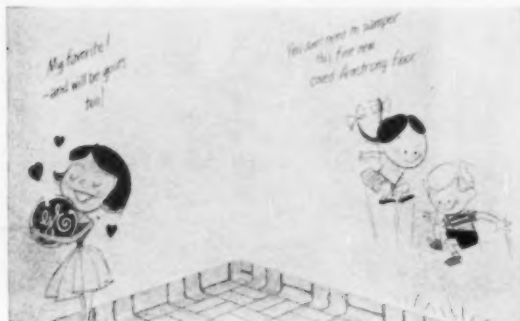
## BLUEPRINT HOUSE



**OUTDOOR SIGN** at the model home site lists contractors to merchandise "good names" in local building scene.



**BATHROOMS** are extra-special, and cartoon-signs say so. Trade names, trade associations help promote quality.



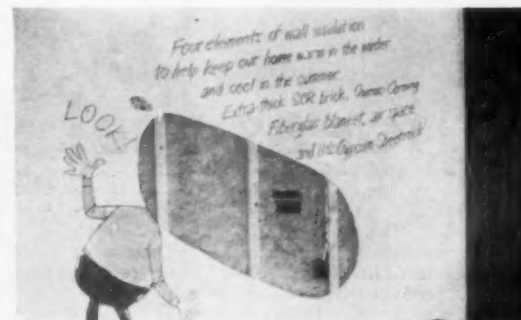
**BRAND NAMES** appear throughout merchandising program. Cartoons are humorous; words flippant, yet serious.



**SIGNS CALL ATTENTION** to design features usually unnoticed by prospects. Salesman can use this as cue to pitch.



**TOUGH-TO-SELL** utilities are smartly promoted the hidden value way. Cartoons glamorize technical aspects.



**CUT-A-WAY TECHNIQUE** re-assures prospects that "we've got nothing to hide—even behind the quality gypsumboard."

## Signs become Prows' silent salesmen

**"HIDDEN VALUE"** merchandising has definitely helped Prows sell houses. Winner of the 1960 AMERICAN BUILDER \$1,000 Special Award for Quality Merchandising of Hidden Values, Prows shares credit with associate Robert Wood who has a professional background in advertising-promotion.

The success of the Prows-Wood sales program is based on one factor: "You have got to do the job

professionally. Home-made doesn't work."

"Straight signs don't tell the hidden value story for us," Prows explains. "You have to catch the customer's eye. We have used the cut-away, cartoon technique."

Hidden value story-telling is not a new thing to the Prows' organization. The builder-designer was one of the first in his area to use cut-away signs in selling houses.

In addition to this promotion, Prows capitalizes on trade name building materials and appliances. He knows the promotional effort that manufacturers have put into consumer programs and has taken advantage of it in his promotional efforts.

"The hidden value approach is a wonderful thing for us," he says. "It is a 'silent salesman' when needed, and an aid to our salesmen."



**NOTHING-TO-HIDE** approach builds buyer confidence. As stopper, part of model home is blacked out with plastic

film to carry out sign theme: "Don't buy a pig in a poke." Builder said idea drew much comment from prospects.

Roundup:

## Ideas that sell houses

**T**HROUGH CONSUMER magazines, manufacturers' literature, television, and, probably best of all, homeowner experience, prospective home buyers are becoming more and more aware of construction techniques and values.

They want to know what's behind the wallpaper—the hidden values.

As one midwest builder put it: "We can no longer sell 'em just design and how nice the paint looks. They want to know about the stud

spacing, how much insulation there is in the ceiling, what the shingles are made of, and what makes the furnace and air conditioner work."

To tell this story, many builders merchandise hidden values. And these builders are selling houses.

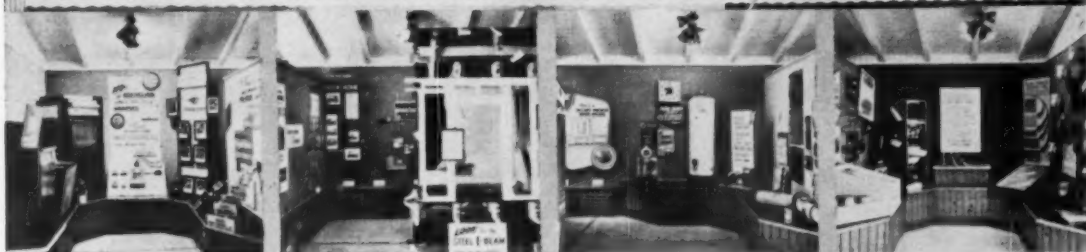


**BLUEPRINT SECTION** creates interest, gives authenticity to sign. For realism and status, parts are lettered architect style; quality building materials are listed.



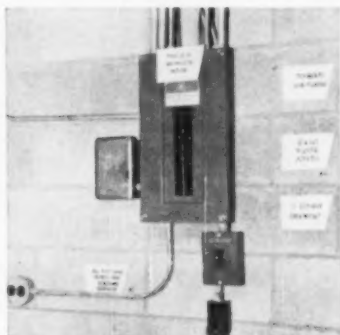
**OFTEN OVERLOOKED** features are important, are remembered by buyer.

# ROCKY MOUNTAIN HOME FAIR *by* PERL-MACK



**SALES PAVILION** in 45'x20' area shows off major components of homes. Display area is located so it can't be missed

by prospects as they enter model home area. This Denver builder also shows prospects actual construction in action.



**UTILITY COMPANY** displays show wiring needed for today's appliances.



**SIGNS** are silent salesmen. They direct traffic, cue salesman presentations.



**CUTAWAY** of foundation, floor and wall section of model home follows scientific theme. All building materials used in construction are keyed to signs.



**MIRRORS** reflect roof, ceiling construction, show type of insulation used.

## Hidden Values: the art of signmanship, demonstration

It's generally agreed that there's a lot of "show biz" connected with merchandising hidden values and homes. It takes a gimmick. Signs and demonstrations fall under this classification.

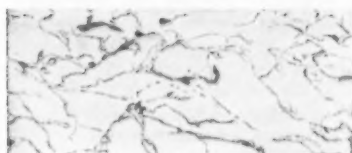
Leaders get best results when they create one theme and stick to it. Changing sign or demonstration techniques in the middle of the house tends to confuse prospects. This holds true of entire developments. As one builder explains: "We pick a program, use it throughout the site, on our directional billboards, in our advertising. We want an image."

Signs and demonstrations should: (1) serve as silent salesmen; (2) guide and direct; (3) fix the sales story in the prospective buyer's mind; (4) help the salesman point up features of the house.

Cartoon-type signs have good impact on customers; they help salesmen break the ice. But they should be done by a professional cartoonist. The message should be short, pointed, and not funny.



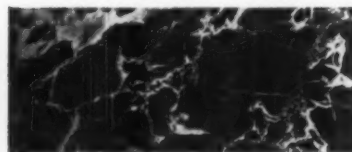
## NEW MARLITE DECORATOR PANELS newest look in wash-and-wear walls



MARLITE LACE PATTERN



MARLITE FLEECE PATTERN



MARLITE DELUXE MARBLE PATTERN

Here are fresh, new Marlite patterns designed to add a modern decorator touch to both residential and non-residential interiors. The six new marble patterns (priced considerably less than former Marlite marble panels) are adaptable to any building and architectural treatment. And Marlite's four new golden Fleece and Lace patterns with their fleecy cloud effect and lacy gold veining will give any interior a beautiful contemporary look. All of these new panels ( $\frac{3}{32}$ " thick, 4' wide, 8' long) feature Marlite's exclusive melamine plastic finish that needs no painting or further protection; stays like new for years. For the complete story see your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 103, Dover, Ohio.

**Marlite®**  
plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

MARLITE BRANCH OFFICES AND WAREHOUSES: 204 Permalume Place N.W., Atlanta 18, Georgia • 18 Moulton Street, Cambridge 38, Mass. • 1925 No. Harlem Ave., Chicago 35, Illinois • 8908 Chancellor Row, Dallas 35, Texas • 1657 Powell Street, Emeryville, California (Oakland) • 3050 Leonis Blvd., Los Angeles 58, Calif. • 39 Windsor Avenue, Mineola, L. I. (New York) • 2440 Sixth Avenue So., Seattle 4, Washington





## How big a tractor do you need for basements, materials-handling, grading?

*If you build 5 to 25 houses a year, you may  
not need as big an outfit as you think*

Why use a big expensive tractor that costs you \$27 per day or more, when your general excavating, grading and materials-handling work can just as easily be done by a Case 310 Utility Loader... for only around \$9 per day? These per-day costs are an estimate of what it would cost you for depreciation, taxes, insurance and interest every day, for a 200-day work-season. Even if you use a different accounting method, you'll find the relationship still true... over 60% per-day saving in favor of the Case 310.

Consider these jobs:

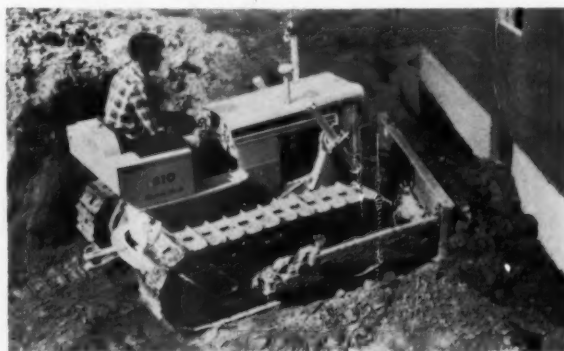
**BASEMENTS**—Let's agree that a bigger rig may dig a basement faster than a 310. But if the larger rig finishes the job and then "sits idle", the high daily "ownership" cost quickly offsets extra operator-time for the Case 310. So in reality, your "310-dug" basement costs the same or less, and yet you have reduced your investment cost over 60%.

**EXPEDITING, MATERIALS-HANDLING**—You probably couldn't afford to have a \$135-a-week machine "sitting" on your job while you're framing and finishing a house. But a \$45-a-week Case 310 offers constant opportunities for extra cost-savings, if used just a couple hours a week—to move dirt-piles for easier access by employees and sub-contractors, for closer unloading of materials, and to carry lumber, siding, roofing, block, brick and mortar right to workmen... even through deep mud.

**GRADING**—You can readily see that a utility-size machine offers cost-savings in its speed, maneuverability, and precise control of finish grade around houses. But a Case 310 will also make extra money on larger-yardage dirtmoving, too... whenever "sit-idle" costs of a larger rig exceed added operator expense for the 310.

A low-cost Case 310 Utility Loader develops 5815 lbs draw-bar pull. Available with high-torque Case gasoline or diesel engine, it digs easily, gets heaped  $\frac{3}{4}$ -yd bucketloads. Machine reverses direction instantly... turns short smoothly with power on both tracks. Loader lifts 3500 lbs to full height, dumps clean with 8'10" clearance for fast dump-and-go. This unit may be equipped with scarifier or winch, and interchangeable front pallet fork, log fork or dozer blade for specialized or off-season work. And, in addition, it costs less to move the 310 from job to job, than a bigger rig.

See how Case 310 Loader can make extra profit on your general excavating, grading and materials-handling, at 60% saving in outlay. Ask for free demonstration right on your job. Or send coupon for machine details.



**310 Power-Angling Dozer**

Case 310 tractor with wide-mount hydraulically-operated 92" blade pushes dirt quickly where you want it. Blade angles to 25° right or left on-the-go, offers blade "float" for easy pushing of rough-grade dirt and for fine "back-blade" finishing.

J. I. CASE CO., Dept A1401, Racine, Wis.

Send free information on Case 310 machines:

☐ 3500-lb loader ☐ Power-angling dozer ☐ Other .....

Name ..... Address .....

Position ..... City .....

Company ..... State .....

**CASE** *Utility*

# LP-Gas dealers help builders

Their business is selling bottled gas. But they also help builders solve a variety of problems connected with building in rural areas. Help often is both technical and promotional.

WHEN A BUILDER "moves to the country" in search of cheaper land, he often is faced with a whole new set of problems. Fortunately, however, there's someone who's more than willing to help him solve those problems—the LP-Gas dealer.

These suppliers of bottled liquid petroleum gas long have been instrumental in opening outlying districts to homebuilding. And with the new influx of builders, dealers find themselves providing everything from technical consultation services to promotional material designed to sell houses.

Builders planning to work in undeveloped areas, and who plan to work with gas as a fuel, would do well to confer with local LP-Gas dealers while planning a subdivision. Two builder case histories point up the wisdom of this idea.

## Case History One

R. M. Meyers, who owns the Iowa Business Exchange in Muscatine, Iowa, had built about 200 homes in his area within the last 10 years. These were served through normal gas mains.

But a year ago he planned to build a 23-home development 5 mi. south of Muscatine. The location of the subdivision was beyond the regular gas lines, but the builder wanted to equip the homes with modern gas heating systems.

Meyers wanted to play up the low cost of gas heat in merchandising the houses, which he planned to rent to bring him in a steady income. The question then came up as to how to best provide fuel for this gas-heat operation.

Meyers approached his local LP-Gas dealer, Richard Stegall, manager of Thermogas Company of Wilton Junction, Iowa.

Stegall helped Meyers design into his subdivision a series of "co-operative" fuel tanks. These were eight 1,000-gal. tanks set up at the edges of the subdivision. Each tank supplies two to four houses. Stegall set the deal up so that Meyers assumed none of the cost of installing the tanks.

Thermogas provided all this equipment at a small (\$2 a month) fee from each tenant, to amortize the investment.

Tanks supply fuel to the houses through 1/2-in. copper pipe installed underground. Fuel consumption is registered on meters attached to each house. The meter readings serve as a charge basis for the tenants.

The LP-Gas operates the central heating systems and hot water heaters in all of the homes. Thermogas handled installation of all the furnaces for Meyers.

## Case History Two

J. R. Ladd, head of Ladd Enterprises, Des Plaines, Ill., building several large and small tracts 40 mi. outside of Chicago, chose to build in this outlying area to gain the advantage of lower land prices. This was necessary if Ladd was to sell homes at prices that would compete with homes in Chicago's close-in suburbs.

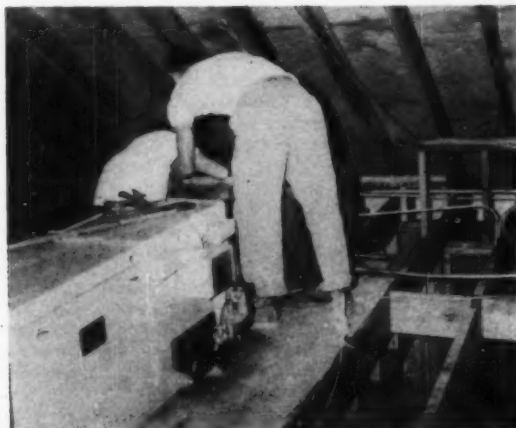
Five of Ladd's six major projects were located beyond gas mains when construction started. Nevertheless, Ladd, who wanted to offer buyers gas service, brought in liquefied petroleum gas to serve as fuel.

Helping him work LP-Gas into

## Dealer help includes planning of advertising, installing

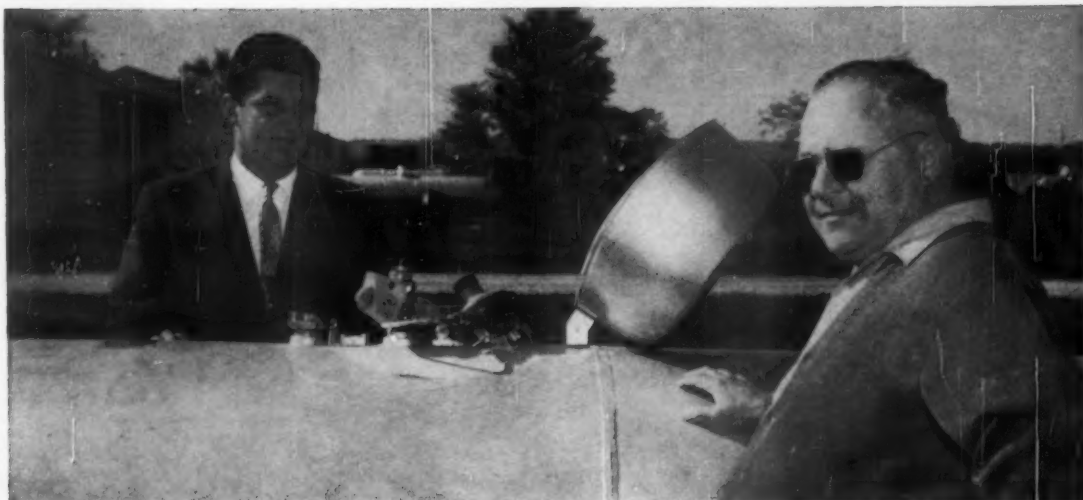


**DESIGNING**—Dealer James Althoff (left) of Halfday, Ill., and builder Roger Ladd plan a co-operative ad for Ladd Homes. Althoff and other suppliers do this twice a year.



**INSTALLING**—Dealer's heating specialists install gas furnace in attic of one of Ladd's Lincolnshire homes. Ladd has dealer's men install equipment for trouble-free operation.

# develop lower-cost land



**BIG TANK**—LP-Gas dealer Richard Stegall (left) explains operation of "co-operative" fuel tank to Muscatine, Iowa, builder R.M. Meyers. Tank is one of eight in Meyers' 23-

home subdivision. Co-op tanks are attractive, take less space than a tank on each house. Fuel runs from tank to the several houses it services through underground copper tubing.

the operation was James Althoff, a dealer in McHenry, Ill. Althoff provided Ladd with a complete package of services.

This package included installation of heating systems in the Ladd homes at competitive prices bid against local subcontractors, and providing service against break-

downs or other fuel problems.

Althoff also set up without charge, LP-Gas tanks to heat Ladd's model homes.

Althoff, and other of Ladd's suppliers, also co-operate in Ladd's local newspaper advertising. About twice a year the suppliers pay the full cost of a Ladd ad. Althoff's

share equals  $\frac{1}{3}$  of the total cost.

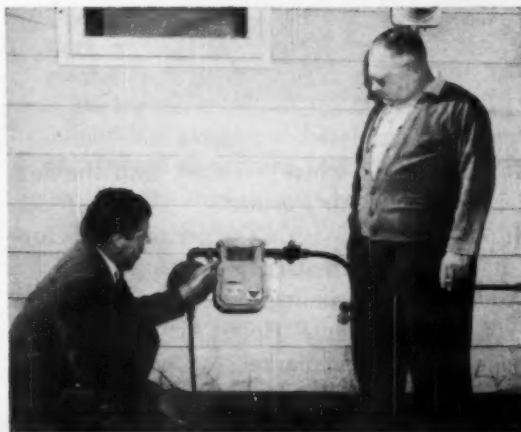
Another service Althoff offers is the arranging and placing of the many displays that furnace and other manufacturers provide for the builder without charge.

Ladd's homes are located on minimum half-acre wooded lots. They sell for between \$35,000 and \$60,000.

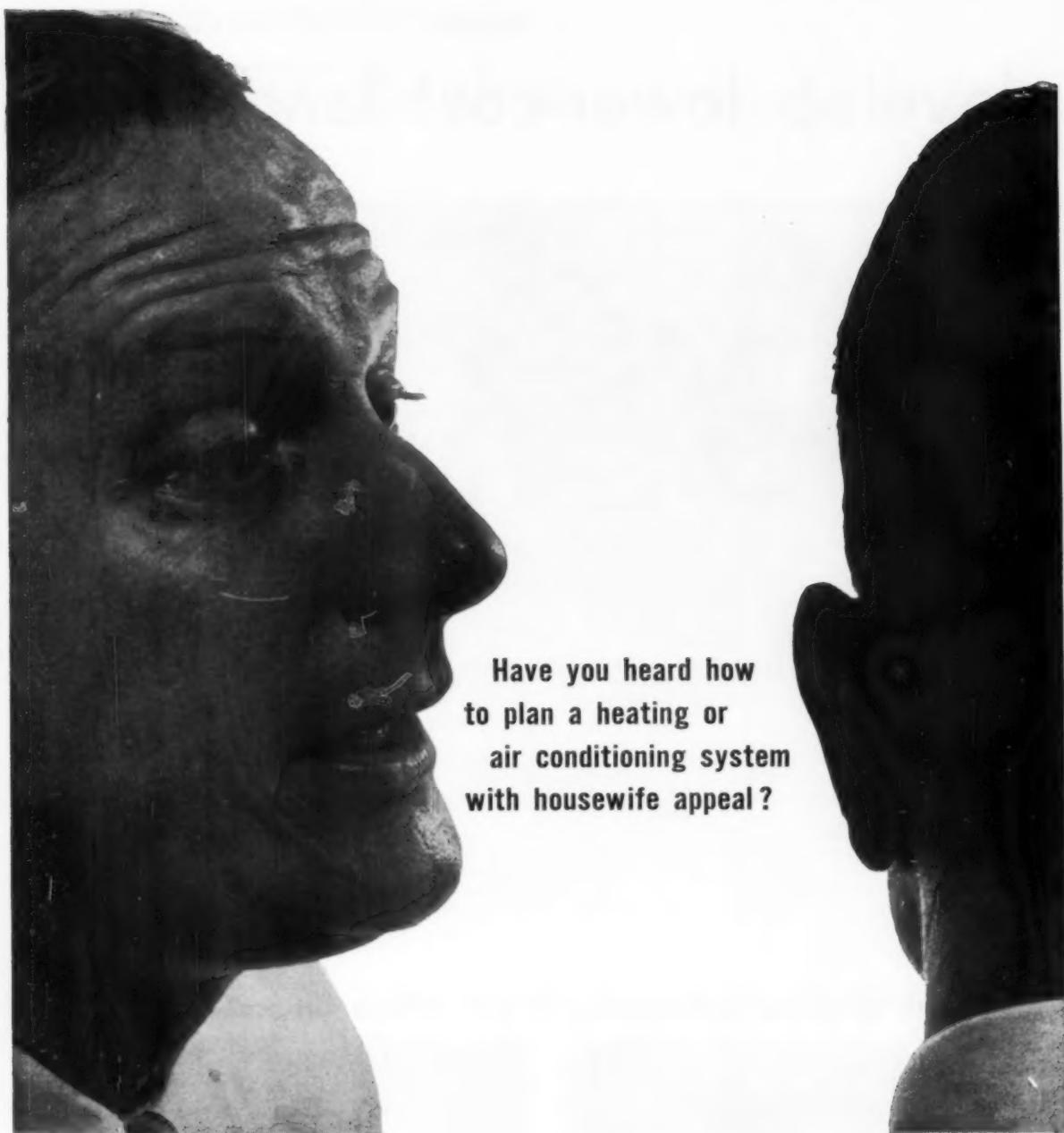
## equipment, designing subdivisions, or just talking out problems



**LANDSCAPING**—Dealers often confer with builder on ways to work fuel supply neatly into subdivision. This involves unobtrusive tank locations and underground lines.



**STUDYING**—Dealer Stegall (left) and builder Meyers check LP-Gas meter on side of house. Meter shows how much fuel is consumed by each family using co-operative tank.



Have you heard how  
to plan a heating or  
air conditioning system  
with housewife appeal?

It's simple . . . when you start with the new Carrier Automatic Air Purifier.

In combination with a Carrier oil or gas furnace, it provides 5-Dimension Heating.

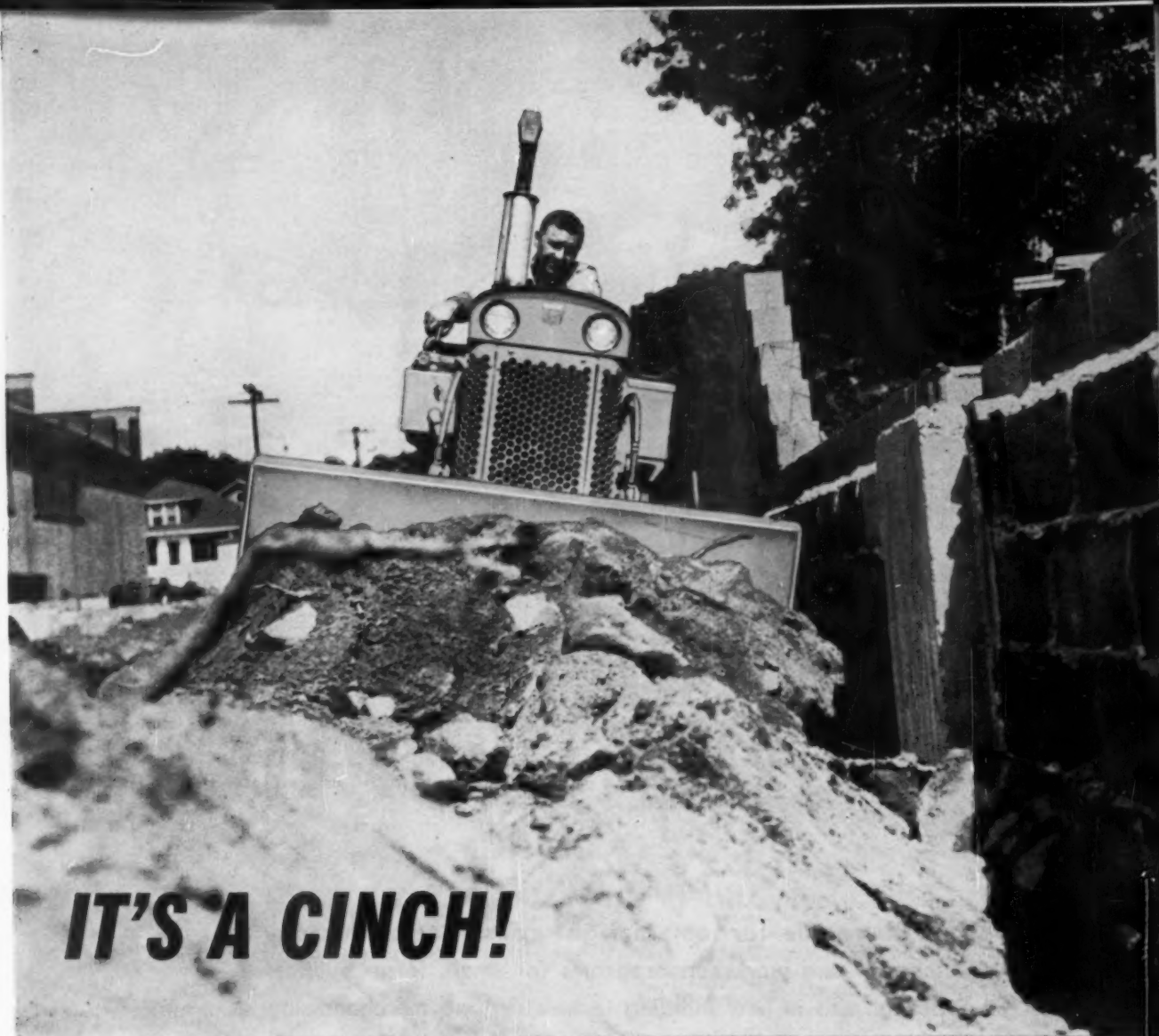
Add a Carrier cooling system, and you can offer complete 12-month Home Air Conditioning like none other on the market.

To find out all the powerful buying appeals you can offer your prospects, be sure to visit the Carrier Exhibit Booths 363, 364, 365 at the NAHB Convention, McCormick Place Exposition Center, January 29 through February 2. Or call your Carrier dealer, listed in the Yellow Pages. Carrier Air Conditioning Company, Syracuse 1, New York.

**Carrier** Air Conditioning Company

A DIVISION OF CARRIER CORPORATION





# IT'S A CINCH!

## Ticklish job speeded by maneuverable OC-4 with "Spot-Turn"

Contractor P. Gulmy, Glen Rock, New Jersey, has the answer to tricky working conditions—his OC-4.

For example: "To grade and compact rock-laden fill for this structure called for a small, powerful, maneuverable tractor. The block wall was 'fresh.' Lots of concrete piers complicated the job. The OC-4 is perfect for work like this, taking confined job sites in its stride with 'Spot-Turn' steering. It's really maneuverable—and economical!"

The OC-4 is your best solution to close-quarter work or large-production assignments. It has the greatest pounds pull of any crawler tractor its size ... the highest clearance, the shortest turning radius. 30-plus h.p. gasoline or diesel engine. Wide selection of mounted equipment, including fast-action backhoe. Oliver Corporation, Chicago 6, Ill.

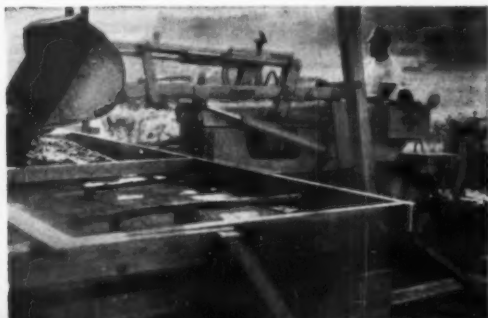
SEE YOUR

# OLIVER

DEALER



Turn to your dependable Oliver dealer when you need hurry-up service and genuine Oliver spare parts.



"What can't the OC-46 do?" Dig, load, grade and, yes, even place concrete—that's what Gene Fierro, Hazleton, Pennsylvania, does with his OC-46 loader. On this job it took concrete from mixer to pour site up a 45° grade. It saved manpower and special ramps, made more money for him. See how this versatile, factory-built, integral 3/4-yd. tractor-loader can speed more of your jobs, earn you more!

**JOBS, JOBS, JOBS**—see how the versatile OC-4 tools up for hundreds of jobs to speed your operations and save you money. Get the big 16-page catalog.





# The 1961 NAHB

- It will be the largest in light construction history
- Discussion and workshop programs for small, large builders
- Practical aids in new building techniques and merchandising
- Most convention activities will be open to non-NAHB members
- More than 500 manufacturers to exhibit building products

## THE BIG PICTURE . . .

King-size

That's the word to describe the 17th annual National Association of Home Builders' Convention and Exposition which swings into action January 29 in Chicago.

Labeled by NAHB officials as the largest convention and exposition in the history of the light construction industry, the 5-day show will be under one roof—Chicago's new McCormick Place.

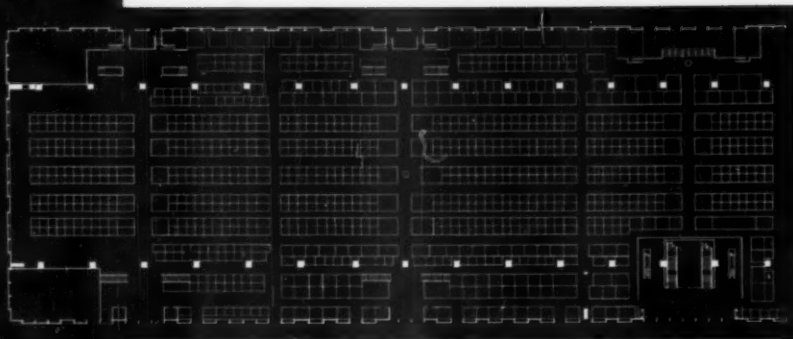
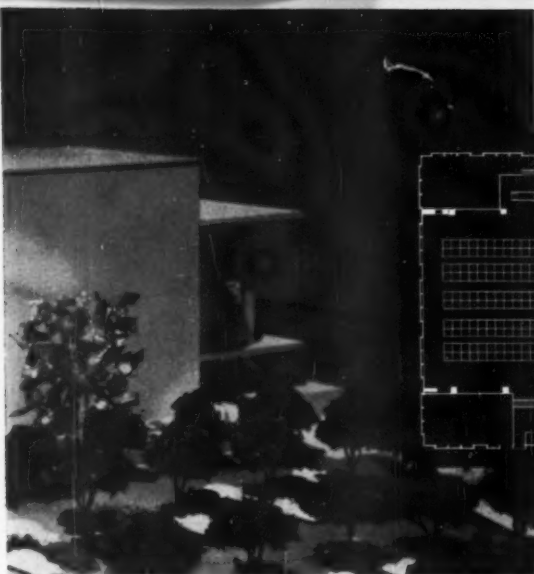
As in past years, builders who are not members of NAHB are invited to attend the show; registration fees run \$15 for men, \$10 for women. All exhibits and meetings—except "housekeeping" meetings such as the board of directors—are open to all.

To date, more than 500 manufacturers have reserved space for the event, and by the time the doors are unlocked, all of the 137,000 square feet of exhibit area is expected to be filled—an increase of 50% over any previous year.

To provide an expected 35,000 conventioners with transportation between the center and local hotels and motels, frequent bus service has been arranged. For women delegates, an expanded program is planned this year—a luncheon and style show, speakers of national fame, teas, sight-seeing trips, and several special meetings on interior decoration. Added to this—for all delegates—will be a special show featuring the famous Purdue University Glee Club and acts by top stage and television artists.

## THE SHAPE OF IT . . .

Because the convention hall is under one roof, the entire program has, generally, been streamlined this year—with your *time* in mind. For example, the first board meeting will be on Saturday morning, January 28. Following will be committee meetings in the afternoon, instead of Friday, ahead of the main convention. NAHB officials have worked out a series of discussion groups to get



**UNDER ONE ROOF.** This is McCormick Place, Chicago's brand-new exposition center, which encloses an area larger than six football fields. The building, located at 23rd and the lakefront, has facilities for all NAHB functions this year—including lunch. It's near the loop, hotels, motels.

# Convention

to the meat of important matters and has teamed this with general sessions, which will be held during the morning hours.

McCormick Place centralizes the entire convention—there won't be any shuffling about between various hotels this year to see the exhibits. For luncheon, the NAHB staff has worked out a system so delegates can eat at the hall.

## WHAT THEY'LL BE TALKING ABOUT . . .

- **The economic outlook for 1961.** Reports indicate that business in some areas was off as much as 50% during 1960. How does it look for '61? What role will Kennedy and Congress play in the national housing picture? Scheduled in special sessions are discussions about this and about the outlook for housing demand and the general economy. Also slated are discussions on FHA-VA financing; an international housing program; conventional financing; tax matters; and, in a general session, Federal housing policies.

- **Merchandising.** The success of a builder in 1960 often depended on a good merchandising program. Discussion groups will go into this phase of the building business. Related subjects will include: merchandising for small volume builders; a review of 1-day merchandising short courses; how to make your model house a demonstrator; National Home Week; trade-in housing.

- **Cost cutting and research.** To help you build better and cheaper, discussions and demonstrations on building techniques are scheduled. These include a "house plan analysis" meeting where small volume builders can bring plans and get advice from experts. NAHB Research will demonstrate component panel construction, a new kitchen cabinet system, plastic plumbing, new electric wiring ideas, special hardware, new designs for window and door sections, finishing material ideas, a new prefabricated foundation, and electric heat structural wall panels.

- **Business management.** Today's builder has to know more than just the nuts-and-bolts of construction; he has to be a businessman, too. Advance business management sessions will be held by discussion groups, with a final meeting on business management uniform chart of accounts for the builder.

- **Other important events.** In addition to the preceding events, these topics and meetings are planned: Design sessions; changing concepts in urban renewal; latest developments in labor relations; rental housing; National Housing Center Joint Home Builders and Manufacturers promotion; practical ideas for land development; custom builders workshop; ideas on housing for the elderly and nursing homes; and low income housing.

TO BUILD BETTER, SELL BETTER, TURN TO THE 1961 PRODUCT PREVIEW

TO BUILD BETTER, SELL BETTER...

# The 1961 Product

## 1 APPLIANCES, KITCHENS, ELECTRICAL EQUIPMENT



### Accent is on laminates for tops and walls in '61 kitchens

Plastic laminates come in eleven patterns and colors, each with a specific design use in bathrooms, kitchens, dens and recreation rooms. Wall tile (available in 10"x10" squares) combines easy maintenance with adaptability to large areas. Horizontal or vertical applications. Cabinets, drawer fronts, countertops feature grained patterns.—Formica, Booth Nos. 714-715.

rooms. Wall tile (available in 10"x10" squares) combines easy maintenance with adaptability to large areas. Horizontal or vertical applications. Cabinets, drawer fronts, countertops feature grained patterns.—Formica, Booth Nos. 714-715.

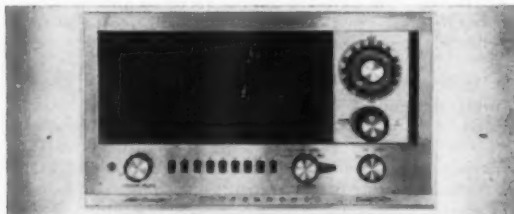
## New designs mean new sales



### Broiler-griddle combo is countertop-mounted

All-Electric broiler-griddle fits right into 42" wide cabinet countertop. Includes four elements with wide range of settings, one thermostatically controlled. Broiler is recessed beneath griddle, rises at finger-tip touch. Unit also available in gas model.—Chambers Built-Ins Co., Booth Nos. 343-347.

Circle No. 12 on reply card, p. 119



### Intercom has AM/FM radio; Hi-fi, stereo connections

Transistorized home sound system features built-in AM/FM radio, amplifier, electronic door chime, two inputs for Hi-fi or stereo equipment. Master station controls remote speakers throughout house. System has drift-free tuning and automatic volume control.—Emerson Electric Mfg. Co., Booth Nos. 456-457, 459-460.

Circle No. 13 on reply card, p. 119



# Preview

- 1 Appliances, kitchens, electrical . . . . . p. 114
- 2 Baths, plumbing . . . . . p. 128
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- 7 Roofing, siding, insulation . . . . . p. 204
- 8 Tools, equipment . . . . . p. 219
- 9 Bonus . . . . . p. 224



**Built-in barbecue includes lighted, filtered vent**

Built-in barbecue has exhaust hood designed for charcoal cooking. Vent has three-speed radial axle blade-type blower capable of removing equivalent of 1,500 cfm. Includes oversize removable and washable filter, built-in lights.—*Hasty Bake Co., Booth Nos. 838-839.*  
Circle No. 14 on reply card, p. 119



**Kitchen cabinets are styled like furniture**

Furniture styling is design concept of new kitchen cabinets. Wood doors and drawer fronts are made of natural birch. Furniture-type pulls are petal-shaped, finished in antique pewter or autumn tone. Drawers mount on rubber rollers.—*Mengel Co., Booth Nos. 543-544.*  
Circle No. 15 on reply card, p. 119



**Has cabinet-type oven**

Gas built-in unit has cabinet-type oven doors. Range measures 40", has four top burners, oven with thermostat-controlled broiler and rotisserie. Control panel is front mounted. Chrome top.—*Geo. D. Roper Corp., Booth Nos. 549-550.*  
Circle No. 16 on reply card, p. 119



**Disposer resists impact**

Garbage disposer comes in four models, is encased in high-impact polystyrene. Has mounting assembly that is self-aligning, self-locking. Reverse action switch to reduce friction.—*In-Sink-Erator Mfg. Co., Booth Nos. 768-769.*  
Circle No. 17 on reply card, p. 119

**Cabinet gives color harmony**

New cabinet design called "Autumn Breeze" harmonizes with various towelings, fabrics, appliances, accessories. "Whisper" pattern offers choice of four colors. Line features plastic-faced kitchen cabinets.—*Conso-weld, Booth Nos. 126-127.*  
Circle No. 18 on reply card, p. 119

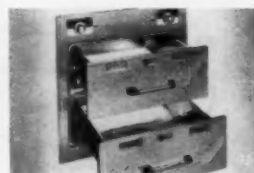
**Cabinets are versatile**

Kitchen cabinets have swivel-type storage drawers, disappearing doors. Drawers mount on steel shafts, rotate out from under countertop. Doors swing out, slide into cabinet side when unit is in use.—*Orbit International, Booth Nos. 845-847.*  
Circle No. 19 on reply card, p. 119



**Hood is nonducted**

Nonducted range hood is 7" deep, designed for use with standard cabinets. Fan pulls grease, smoke odors through three different filters. Unit extends 21", comes in 30", 36", 42", 48" widths.—*NuTone, Inc., Booths Nos. 70-74.*  
Circle No. 110 on reply card, p. 119



**Drawer warms food**

Two-compartment warming drawer is completely insulated, has high and low temperature range. Each drawer has humidity control, separate heat chamber, thermostat.—*Thermador Electrical Mfg. Co., Booth Nos. 386-388.*  
Circle No. 111 on reply card, p. 119

## PRODUCT PREVIEW

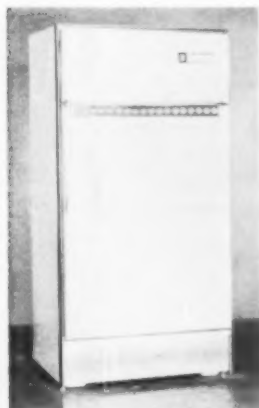


### Refrigerator-freezer fits every size kitchen

The 1961 "Model 125" has been added to Sub-Zero's line of built-in refrigeration equipment. A "Tu-Temp" combination refrigerator-freezer, unit makes a total of ten models in line to fit every size kitchen layout. Equipped with a 1/4 hp com-

pressor, new model has dual adjustable temperature controls in refrigerator and in freezer. Has a permanent base as integral part of cabinet. Requires no special cabinet or complicated installation. — Sub-Zero Freezer Co., Inc., Booth Nos. 86-88.

Circle No. 1314 on reply card, p. 119



### Never frosts up

This 15 cu. ft. combination refrigerator-freezer has frost-proof freezing system in top freezer section. Never needs defrosting. Has more space because there is no space-robbing frost. Fashionable new styling. — Frigidaire, Booth Nos. 720, 732.

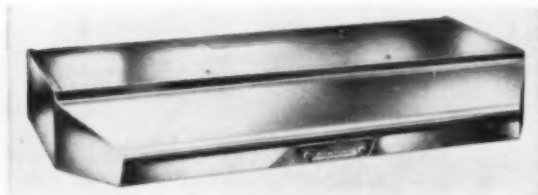
Circle No. 1315 on reply card, p. 119



### Timing device added

Magic Chef built-in oven, the 9311-5WC, has the Dial-a-Magic roasting control feature previously only in the free-standing line. All new models have accurate temperature control from 140° to 250°. — Magic Chef, Dixie Prods., Booth Nos. 211-213.

Circle No. 1316 on reply card, p. 119



### Completely prewired hood has powerful fan

Range-master hood is a completely pre-wired unit with powerful fan. Exhausts straight out the back or vertically between the wall studs. Built for quality at low cost, it features twin lights, pushbutton control, and a variety of finishes to

match any kitchen decor. Electro-plated finishes of brushed antique copper and hammered antique copper; satin stainless steel, coppertone, silvertone. — Aubrey Hardware Mfg. Co., Booth Nos. 982-983.

Circle No. 1317 on reply card, p. 119



### Multi-outlet system connects up faster

Plugmold multi-outlet systems are aided by addition of the new W30 Wire Connector. Pressure-type device is for common connection of 2, 3, or 4 No. 12 AWG solid conductors. No slack is needed, so any applied installation is easy. Connector is

1-5/16" x 1/4", allows for T-splices without twisting, soldering or taping. Conductor can't pull out or work loose. Strip gauge is molded into each device. Designed to handle any splice. In cartons of 10 or 50. — Wiremold Co., Booth No. 407.

Circle No. 1318 on reply card, p. 119



### Bodies are all steel

Popularly-priced cabinets have birch fronts, heavy-gauge steel bodies. The five-ply birch is solid core, with fruitwood finish. Drawers have nylon glides. Have strength of steel, warmth of wood. — Marvel Metal Products Co., Booth No. 810.

Circle No. 1319 on reply card, p. 119



### Prepare food anywhere

Five-in-one kitchen that can be situated any place. Features 5 1/2 cu. ft. refrigerator, two-burner range, sink, Formica top server, and cabinet. Black, walnut, mahogany, or blond finishes. — Acme National Refrigeration Co., Inc., Booth No. 816.

Circle No. 1321 on reply card, p. 119



### Plenty of flexibility

Red birch kitchen cabinets are modestly priced and provide unlimited design arrangements for any type of kitchen. Precision produced, constructed to allow for space adjustments. All units reversible. — Kitchen Kompact, Inc., Booth Nos. 899-900.

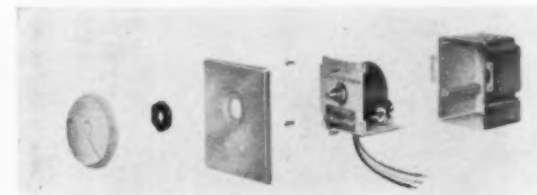
Circle No. 1320 on reply card, p. 119



### Filter is coated

Ductless hood introduces a rechargeable coated filter. Adhesive coating absorbs odors and particles better than charcoal and does not release them. Recharged with a spray, lasts months. — Berns Air King Corp., Booth Nos. 391-393.

Circle No. 1322 on reply card, p. 119



### Controls smaller wattage of lighting

Smaller Luxtrol light control, WBD 200, is made for circuits carrying up to 200 watts. Designed to brighten, dim and blend lights for only a few lamps, it can enhance the beauty of a room, provide proper lighting for various pur-

poses. It economizes by acting as a transformer, not a rheostat. Works with incandescent lights, or five rapid-start fluorescent lamps. Wall plate is 5" square, installed with one concealed nut. Retail: \$18. — The Superior Electric Co., Booth No. 835.

Circle No. 1323 on reply card, p. 119

## NEW MODERN LOOK--BY DEXTER



*the new no. 1160—most modern look in locks for screen and combination doors!*



**New Knob**— $1\frac{3}{4}$ " diameter, styled in the modern tulip shape to match other Dexter locksets for throughout-the-house harmony.

**New Lever**—in sturdy, simple, smooth-flowing lines for massive look and sure, solid grip.

**New Roses**— $1\frac{7}{8}$ " diameter, designed to complement the larger roses of other Dexter hardware.

**New Safety Strike**—with exclusive well in lip to keep door latched though not fully closed.

**Completely reversible**—for inswinging and outswinging doors.

**Finishes**—available in polished brass, satin bronze, black, polished and satin chrome.

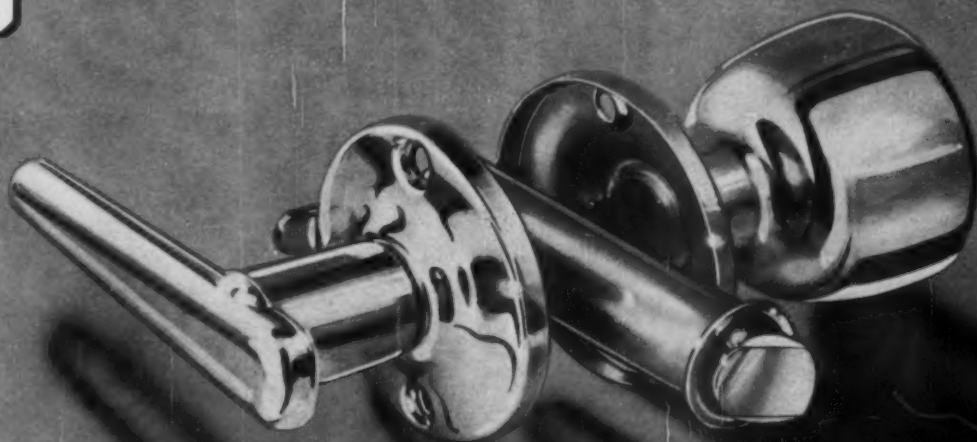
Mounted displays available to Dexter dealers.  
Write for full information.



## DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

IN CANADA: Dexter Lock Canada, Ltd., Galt, Ontario. IN MEXICO: Dexter Locks, Plata Elegante, S.A. de C.V. Monterrey. Dexter Locks are also manufactured in Sydney, Australia and Milan, Italy.



# BUY DEXTER

## IF YOUR PROSPECT LOOKS FOR A WAY OUT



## YOUR BEST CLOSING IS A BILCO OPENING



Your customers are aware of access. They are aware of the function and convenience of Bilco Direct Access Basement Doors. They want to save steps. They want to cut messy front door traffic. They want storage — and they want it handy! Bilco Doors keep your prospects from looking for a way out . . . and aim them for the dotted line!



**Bilco**

AMERICA'S FINEST  
BASEMENT DOOR

THE BILCO COMPANY, DEPT. T-81, NEW HAVEN, CONN.

Yes! I want to hear more about Bilco Doors!

Please send a copy of "Basement Pre-Planning.".....( )

YOUR NAME.....

FIRM NAME.....

STREET.....

CITY.....

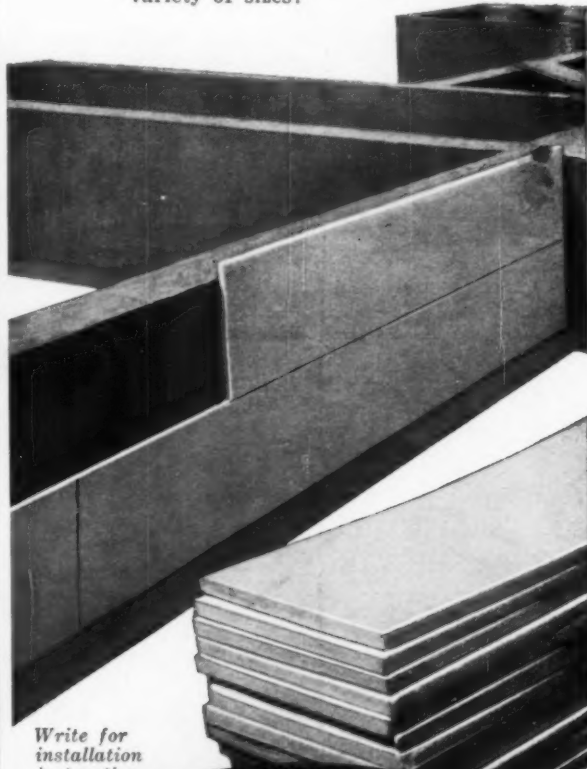
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## American Builder Reader Service

★ JANUARY 1961

☐ Builder, Contractor  
☐ Manufacturer

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☐ Finance

☐ Building own home  
☐ Realty

☐ Architect  
☐ Government

☐ Engineer  
☐ Student

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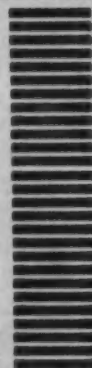
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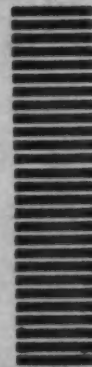
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## PRODUCT PREVIEW



### Holds lowered heat

Built-in double ovens have contemporary styled control panel. New flame control allows lower temperatures to be maintained for long periods, usable in fast thawing of frozen foods.—*Tappan Co., Booth Nos. 606-608.*

Circle No. 112 on reply card, p. 119

### Range surface builds in

Hotpoint's newest De Luxe 30-inch stack-on has brushed chrome cooking surface with four burners. "Super-Matic" unit makes cooking automatic. Fits, without cutouts, over standard wood or metal base cabinet.—*Hotpoint, Booth Nos. 115-119.*

Circle No. 113 on reply card, p. 119

### Booth for any kitchen

Boothettes to fit any kitchen and any budget come in nine different styles. Units are free-standing with tubular steel legs and pedestals, all foam filling covered with elastic backed vinyl.—*Ableart Upholstery Co., Inc., Booth No. 925.*

Circle No. 114 on reply card, p. 119

### Turns lights on, off

"Electric brain" clock turns lights on and off automatically at preset time. Operates any circuit for periods from 15 minutes up to 23 hours. The 24-hour dial has two easy-to-set pointers.—*International Register Co., Booth No. 955.*

Circle No. 115 on reply card, p. 119



### Stores all dry foods

Kitchen storage cabinet has 49 cu. ft. of storage space for dry foods. Has one permanent and 11 adjustable shelves, three center shelves that tip forward for canned goods, drawers with ventilated sides.—*Kitchen Maid Corp., Booth Nos. 172-173.*

Circle No. 116 on reply card, p. 119



### Cabinets hit ceiling

Birch veneer cabinets are designed for walls, bases, sinks, ranges. Ceiling-high style eliminates soffits, adds storage space. Made of particleboard and satin veneer.—*International Paper Co., Long-Bell Div., Booth Nos. 289, 321.*

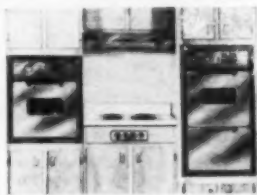
Circle No. 117 on reply card, p. 119



### TV wiring is easy

Built-in TV-FM "Magic Carpet" antenna system comes in three versions. Two-outlet is for strong signal, urban areas; 4-outlet for suburban developments; 5-outlet for large home.—*Ferrold Electronics, Booth Nos. 1106-1107.*

Circle No. 118 on reply card, p. 119



### Ovens in 18" size

An all new line of 18" single and double electric built-in oven models. And an all new 18" gas built-in oven. All have standard features with optional accessories and controls.—*Gray & Dudley Co., Booth Nos. 64, 65.*

Circle No. 119 on reply card, p. 119



### Have laminate doors

Standardized "Signet" kitchen cabinets have doors with exclusive laminate development. Will not warp or dent. Cabinet bodies are pine, with prime coat of paint. Units based on 3" modules.—*Caradco, Inc., Booth Nos. 255, 532-534.*

Circle No. 120 on reply card, p. 119

### Cabinets finished in fruitwood

This manufacturer will feature a new and complete line of kitchen cabinets, designed in simple lines to match traditional or modern decor. Cabinets are of white birch in fruitwood traditional finishes.—*Henry M. Carr, Inc., Booth No. 1200.*

Circle No. 121 on reply card, p. 119

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## PRODUCT PREVIEW



### Ceramic burners in oven broil with infra-red rays

Two new built-in gas ovens have distinctive functions, provide truly luxurious installations. One is the balanced-heat baking oven, with live flame smokeless broiler. Other is the Micro-Ray oven with improved ceramic burners. The gas flames

heat the ceramic, causing it to emit 3-micron infra-red rays. The aluminum lining of the oven does not allow the rays to penetrate but reflects them back to the roast. Economical, cleaner. — *Hardwick Stove Co., Booth Nos. 570-572.*

Circle No. 122 on reply card, p. 119



### Burner prevents scorching

New flame set burner control produces right size flame for the pan, prevents scorching in nonaluminum cooking utensils. A combination gas cock and thermostat responds to temperature of food. — *Robertshaw-Fulton Controls, Booth No. 557.*

Circle No. 125 on reply card, p. 119

### Top is "terraced"

Split-level terraced top on this electric range gives it a built-in look. Requires only 230-V connection; eliminates costly installation. Controls on side panel. Oven doors to match kitchen decor. — *Westinghouse Corp., Booth Nos. 749-756, 761-763.*

Circle No. 123 on reply card, p. 119



### Sound sealed in

Three new models in the garbage disposal line are engineered for top grinding efficiency and quiet performance. "DispoMaster" has extra large cutter blades, stainless steel grinding sleeves. — *Harvill Corp., Booth No. 807.*

Circle No. 124 on reply card, p. 119



### Fits like a built-in

Free-standing 30" and 40" electric ranges are compatible in size with base cabinets. Fit flush to wall and blend with counter-tops. Looks built-in. Features include tilt-up tops, lift-off oven doors. — *Philco Corp., Booth Nos. 32-34.*

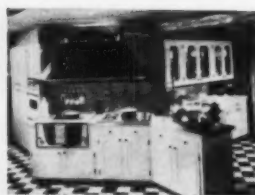
Circle No. 126 on reply card, p. 119



### Has three cycles

Dishwasher has three cycles. The "rinse and hold" ends small, frequent washings. And the "utility and utensil" cycle practically eliminates scraping. Undercounter built-in, or free standing. — *KitchenAid; Hobart Mfg. Co., Booth Nos. 783-784.*

Circle No. 127 on reply card, p. 119



### Separates work areas

Spanish kitchen is castle-sized and separated into cooking-serving; dining-planning-tableware storage; preparation, laundry and storage. All storage units are hardwood. — *Mutschler Bros. Co., Booth Nos. 575, 585-588, 600-607.*

Circle No. 128 on reply card, p. 119



### Cabinets are durable

A totally new system for cabinets is based on an extruded metal framework with solid Fibersin doors, drawer fronts, shelving. Fibersin will not warp, split or dent. Never needs refinishing. — *Modulux, Inc., Booth No. 876.*

Circle No. 129 on reply card, p. 119

### Cabinets reduce cost

Uni-Pak base cabinet is the feature of this preplanned package kitchen. Reduces purchase price of kitchen equipment and installation costs. Builder does not have to mount handles, drawer fronts. — *Youngstown Kitchens, Booth Nos. 745-747.*

Circle No. 130 on reply card, p. 119



### Cabinets sit off the floor, mix with base units

New line of off-the-floor cabinets by Whitehall can be used for a complete kitchen layout. Can also be used to integrate with other regular base units. Units come in 12 good looking natural wood finishes on maple and oak. Construction is all

hardwood with warp-proof doors, nylon-bearing drawer slides and magnetic door catches. Cabinet doors can be standard lip type, French provincial, or vertical scored colonial. — *Whitehall Cabinets Inc., Booth Nos. 568-569.*

Circle No. 133 on reply card, p. 119



### Vents cooking center

With a cooking-center in mind these venting hoods are designed for built-in barbeque and broiler units, pull-out ranges. All have built-in exhaust blowers of suitable capacity. — *Vent-A-Hood Co., Booth Nos. 967-968.*

Circle No. 131 on reply card, p. 119



### New methods in surfacing

Dimensional kitchen cabinets come in provincial and traditional styling. The hard-finished, highly-resistant surfaces, plus newest hardware, give these cabinets a custom look that is also functional. — *Raygold Industries, Inc., Booth Nos. 573-574.*

Circle No. 132 on reply card, p. 119



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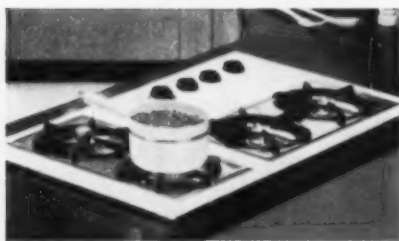
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**And you can save more . . .** because you can carry more on every trip. Styleside bodies are longer and wider with loadspace increased as much as 16%. In addition, wheelbases have been lengthened 4 inches and this combined

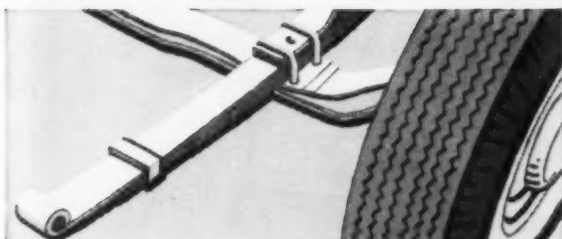
with the improved shock absorbers gives a ride that's unexcelled in its field—proven by scientific Impact-O-Graph tests. For construction work the angle of approach has been increased so you can climb steeper drives or go over deeper ditches or gullies. Ford also offers America's lowest-priced\* 4 x 4 with big 8-ft. box, the F-100 Flareside.

**And you can save on operating expense!** Ford's Mileage Maker 223 Six is standard on all conventional pickups to keep gas costs low. The economical 292 V-8 is available for jobs requiring extra power. Both engines are equipped with Ford's Full-Flow oil filter that lets you get 4,000 miles between oil changes.

\*Based on a comparison of latest available manufacturers' suggested retail delivered prices







**SAVE UP TO \$150 ON FRONT TIRES!** In certified tests of truck suspensions, Ford front tires lasted up to twice as long. In 50,000 miles, savings can add up to \$150 on a pickup . . . more on two-tonners. And Ford's sturdy I-Beam front axle and leaf-spring suspension not only cut tire wear, but their simpler design also cuts maintenance costs.

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**SAVE WITH GREATER DURABILITY** . . . on all 1961 Ford Trucks, each part, except tires and tubes, is now warranted by your dealer against defects in material and workmanship for 12 months or 12,000 miles, whichever occurs first. The warranty does not apply, of course, to normal maintenance service and to the replacement in normal maintenance of parts such as filters, spark plugs and ignition points. Never before have you had such protection . . . such evidence of long-term economy!

## SAVE WITH FORD'S NEW 262-CU. IN. "BIG SIX" ALL-TRUCK ENGINE FOR TOP PERFORMANCE AND ECONOMY

America's savingest two-tonners offer a big 262 Six with the power of big displacement, the gas economy of 6-cylinder design, plus the durability of heavy-duty construction. This engine features a sturdy stress-relieved block, strong forged steel crankshaft, long-lasting stellite-faced intake and exhaust valves, and durable pyramid-type connecting rods. And Positive Crankcase Ventilation reduces oil dilution and sludge formation to extend engine life. Ford's proven 292 V-8 and 292 HD V-8—the V-8's with "six-like" economy—are also available for your special power needs.

You also save with other new durability features like the more rugged frame, stronger radiator with new lock-seam construction, improved cab and chassis electrical wiring, plus longer, easier-riding and more durable rear springs. Ford's parallel ladder-type frame with standard 34-inch width allows you to install new or transfer your present special construction bodies quicker and for less. Also, the frame drop in the cab area lowers cab height . . . makes for easier entry.

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# 2 BATHS AND PLUMBING

## 1961 Product Preview

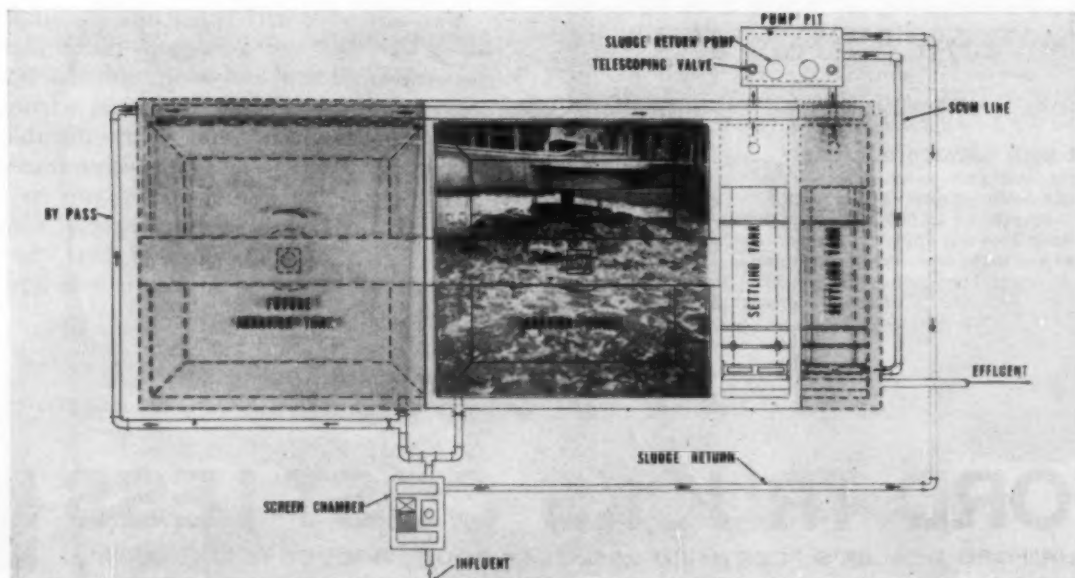


### Circular bowl enhances vanity styling

New lavatory bowl features metal retaining rim, is designed for use with plenty of vanity space. Unit is shown above in sit-down Circle No. 134 on reply card, p. 119

type vanity shelf with counter-to-ceiling mirror. Bowl comes in six decorator colors that are acid-resistant and will not fade. Color is fused right into bowl as it is in manufacturer's line of sinks, bathtubs, w/c's.—Briggs Mfg. Co., Booth No. 30.

## Baths now have more space, more



### Tract sewage plant is set up for expansion

Extended aeration sewage treatment plant is built for expansion. System is designed for tract developments, motor lodges, shop- Circle No. 135 on reply card, p. 119

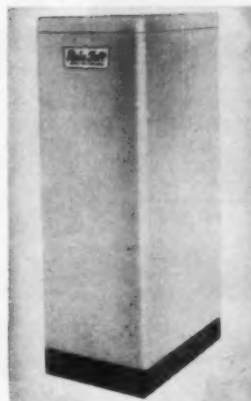
ping centers, mobile home parks. Simplified aeration method lowers equipment, installation costs. Tanks can be made of concrete, steel or silo block. Maker's line includes electronically controlled sewage ejector.—Yeomans Brothers Co., Booth No. 817.



#### Water softener is appliance-styled

New water softener has appliance-styled white cabinet, is trimmed in gold and chrome. Unit has no external valves or piping. Softener is designed to blend with other appliances in kitchen or utility room. Requires adding of salt to 250 lb. dry salt storage chamber twice a year.—*Bruner Corp., Booth No. 1132.*

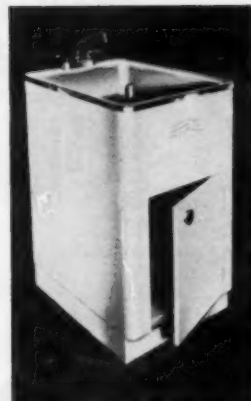
Circle No. 136 on reply card, p. 119



#### Does triple job

Self-contained unit softens, filters, water, and removes iron. Has 250-lb. capacity polyethylene brine tank within cabinet. Automatic timer reactivates softener. Fiber glass, 100% rust-proof.—*Rainsoft Water Conditioning Co., Booth No. 1127.*

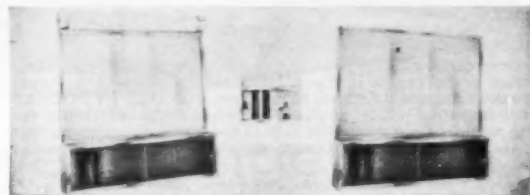
Circle No. 138 on reply card, p. 119



#### Made of fiber glass

Fiber glass laundry tray has rustproof white enameled cabinet. Unit features hinged door with compression catch, storage shelf, ventilating louvers. Overflow tube is brass polished chrome. In four colors.—*The Selfridge Co., Booth No. 985.*

Circle No. 139 on reply card, p. 119



#### Comes in residential, commercial models

"Sahara" medicine cabinet comes in two models. Hotel, motel type has facial tissue dispenser, used razor drop. Residential model features no-drip plastic-enclosed tooth brush holder and 8" shelf. Cabinet is surface-mounted, comes with top light or unlighted. Sizes

range from 26"x34" to 36"x38". Manufacturer's line includes "Belair" series with three-way vanity mirror. Also "Celeste" with built-in electric clock and "Duchess" with twin-end compartments, night light and swing-out soap holder.—*Adams Mfg. Co., Booth Nos. 994-995.*

Circle No. 140 on reply card, p. 119

## conveniences



#### Lavatory faucet dials from hot to cold

Lavatory faucet dials desired temperature, turns on by pulling out, off by pushing in. Faucet movement is completely sealed, self-lubricating replaceable cartridge which can be changed in less than three minutes. Unit is guaranteed for one year.—*Moen Faucet, Div. Standard Screw Co., Booth No. 242.*

Circle No. 137 on reply card, p. 119



#### Mounts on wall

Model 924 boiler for hydronic home heating is wall mounted. Can be installed in basement, utility room or garage. Boiler is AGA rated at 120,000 btu. Steel ribbon-type burner produces quiet flame.—*Ascot Gas Heaters, Booth Nos. 852-859.*

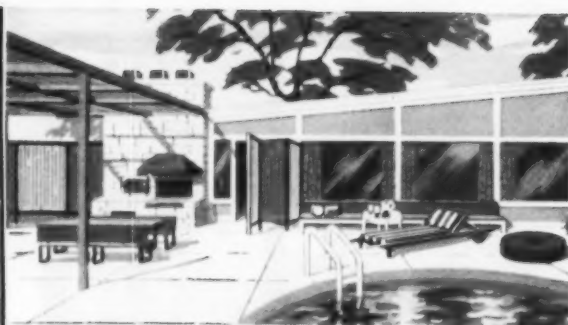
Circle No. 141 on reply card, p. 119



#### Purifies by aeration

Factory-built cylindrical steel sewage plant uses aeration process for purification. Unit installs above or below ground, adjacent to or away from buildings. Plant contains comminutor, aeration tank.—*Chicago Pump Co., Booth Nos. 765-766.*

Circle No. 142 on reply card, p. 119



## Colorfull **NOVA** **Vista-Lux Panels**

with Fiberglas® reinforcement  
for a wide variety of residential,  
commercial and industrial applications

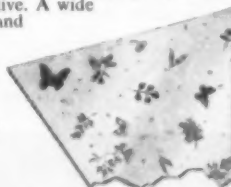
These translucent panels—used for the control of light, heat, privacy and weather—have now found as many uses in commercial and industrial construction as in residential. Their popularity is making buyers more discriminating.

Only exclusive sales features will determine whether you make average or big profits in this department. Nova Vista-Lux Panels have three important features of this type: **BONDED-IN COLORS**—for improved color fastness; **VISTA-GLAZE FINISH**—for extra weather resistance; **HEET-BLOX**—a special ingredient that blocks up to 92% of infra-red rays. (The percentage varies according to color used.)

Nova Vista-Lux is available with corrugations from 1 1/4" x 1/4" to 4.2" x 1 1/4"—widths from 26" to 42"—length from 8' to 12'—and a total of 12 colors. Also in flat sheets from 24" to 44" in width and 8' to 12' in length. The flat sheets are particularly well adapted for shatterproof, industrial glazing and skylighting. The Nova Vista-Lux line includes all necessary accessories for application.

An important new addition to our line is the flat **CRYSTALIFE** pattern—colorful and highly decorative. A wide variety of real butterflies, leaves and ferns are embedded—visible from both sides. **CRYSTALIFE** is ideal for both fixed panels and movable screens.

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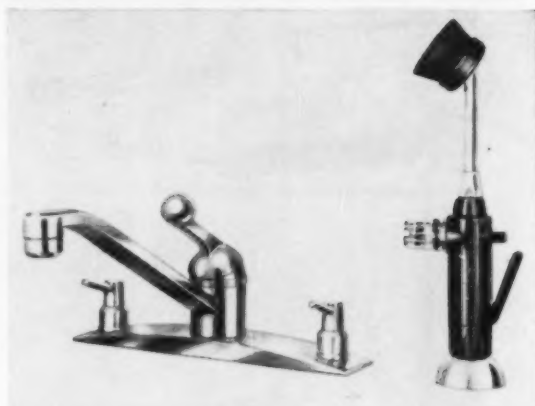
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☐ Novaproofing (for waterproofing concrete and masonry)

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## PRODUCT PREVIEW



### Faucet dispenses hand lotion and soap

Here's a kitchen faucet designed for the housewife has a special easy-to-use, attachment for dishwashing. Double dispenser can dispense hand lotion as well as soap or detergent. Delta Model No. 450 DX has a precision-ground, specially hard-

ened ball operating in the ball socket joint. This one moving part controls both temperature and volume of water with just one movement of the hand. Many variations in use are possible.—Delta Faucet Corp., Booth No. 833.

Circle No. 143 on reply card, p. 119



### Gives three-way view

Vanity mirrors are featured on this sliding-door medicine cabinet. Allows 4" expanse of mirror, giving a three-way view. Available with polished stainless steel frame, or frameless. Cabinet is one-piece.—F. H. Lawson Co., Booth Nos. 43-44.

Circle No. 144 on reply card, p. 119



### Won't overflow

Wall hung one-piece closet will not overflow. When trapway of bowl is completely stopped up, the fixture automatically shuts off all incoming water before it can overflow. Features quiet operation.—Case Mfg. Co., Booth Nos. 221-224.

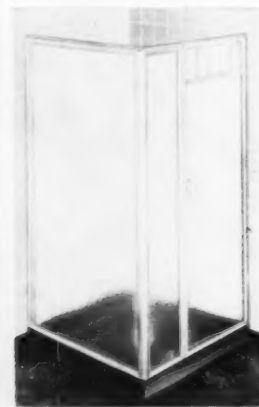
Circle No. 146 on reply card, p. 119



### Three units in one

Single-unit softener, filter, refiner is electrically operated, completely automatic. Unit is all-plastic with resin bed, salt reservoir and controls in one cabinet. Install outdoors.—Water Refining Co., Inc., Booth Nos. 1116-1117.

Circle No. 145 on reply card, p. 119



### Solve corner problem

New "ShoweRite" shower stalls for corner construction eliminate problems caused by single-shower-door. Some have two sliding doors and one panel, others one swinging door, two panels.—Theodore Efron Mfg., Booth Nos. 75-77.

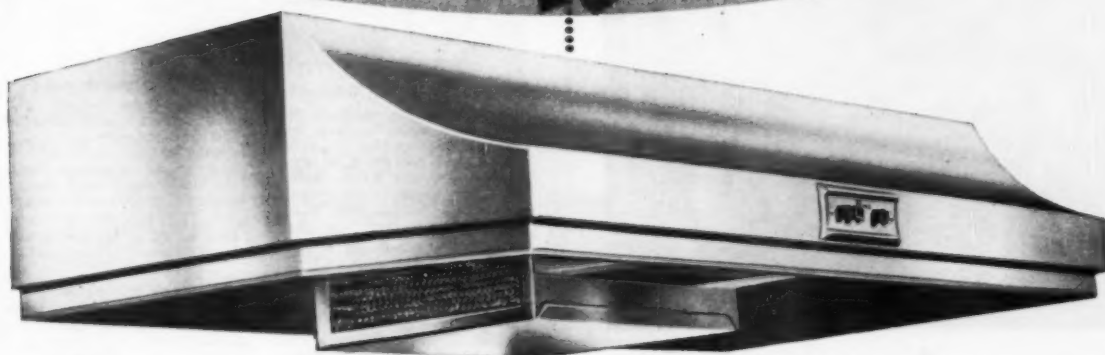
Circle No. 147 on reply card, p. 119



At the N.A.H.B. Show take a thoughtful look at SPACE 813-814

looks perfect in the kitchen

... is perfect in performance



## Broan Dual Blower Range Hood

Under the surface of this hood you find one of the best engineered blowers available. A genuine four pole motor — not a noisy two pole — drives two large 5½ inch "squirrel cage" wheels for high performance against high duct pressures. Quietness is inherent in every centrifugal blower of this type, but Broan goes a step further by mounting the motor on neoprene to eliminate vibration noise.

Installation is fast and easy. If range is on an outside wall, you discharge straight out the back of the hood without even cutting a hole in the cabinet. Vertical discharge is also possible.

Other features are lifetime aluminum filters, recessed light, built in damper, push button controls, 5 year guarantee and "HELIARC" welded construction that leaves no seams to collect grease.

For full details, specifications and colors, please write



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## Broan Mixed-Flo Range Hood

a great performer in saving space and money

Here is the greatest value leader in a low priced range hood, fully assembled, ready to install from the carton and sales packed with every major feature wanted by knowledgeable housewives. Exclusive Broan Mixed-Flo fan blade delivers blower-like air stream with whisper-quiet action. Horizontal or vertical discharge, no lost cabinet space, push button controls, twin lights, removable aluminum filter, etc. Write for full information.



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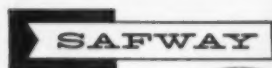
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## PRODUCT PREVIEW



### Removes hardness, iron

Fully automatic softener removes bath water hardness and iron. Four-stage recharger is started and controlled by new electro-timer and hydro-control valve. Set for any time, or permanently.—Culligan, Inc., Booth No. 1133.

Circle No. 148 on reply card, p. 119



### Combines latest demands

One-piece steel cabinet combines latest requirements desired in bathroom vanities. Installs without tools with 6" hanging slots on mirror. Sliding glass doors have small checked design that hides contents.—Grote Mfg. Co., Booth No. 151.

Circle No. 151 on reply card, p. 119



### Mixer saves water

Latest advance in single-handled mixing faucets is kitchen faucet which prevents pre-mixing, saves water. Can also be set to turn off automatically at any water temperature. Removable cartridge.—Gerber Plumbing Fixtures Corp., Booth Nos. 120-121.

Circle No. 149 on reply card, p. 119

### Add second bathroom

A complete bathroom can be installed by utilizing this precast shower floor or the "packaged" shower cabinet. The economical way to add a second bathroom to increase value of one-bathroom house.—Fiat Metal Mfg. Co., Booth Nos. 434-435.

Circle No. 152 on reply card, p. 119

### Trap installs quickly

Ceramic sanitaryware includes syphon-action, close-coupled, reverse trap combination. Designed by plumbers with modern design, quiet, positive, jet-action flushing.—Southern Porcelain Div., Verson Mfg. Co., Booth Nos. 1198-1199.

Circle No. 153 on reply card, p. 119



### Fits smaller place

Softener part of this water softener fits into brine tank, making a compact single unit. High-capacity, triple-purpose resin allows use of smaller softener. Only one moving part.—Modern Water Equipment Co., Booth No. 1129.

Circle No. 150 on reply card, p. 119



### Function plus elegance

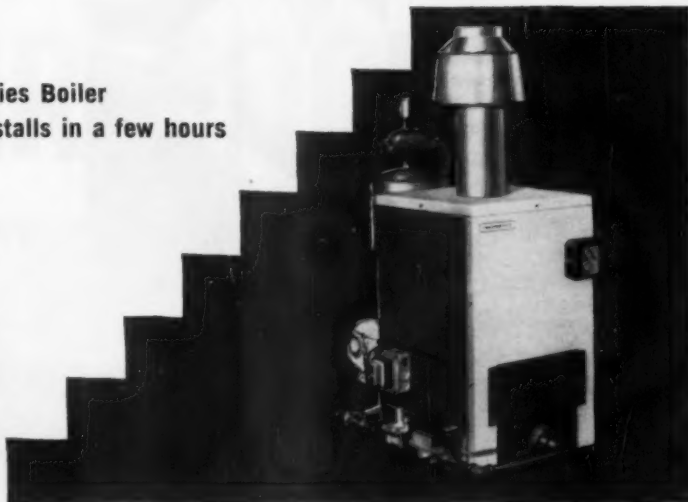
China combination lavatory and cabinet features new "clean line" design by Dave Chapman. Lavatory has knee and space beneath, wide flat surfaces which drain toward bowl. Cabinet is dark or blonde.—Eljer, Booth No. 616.

Circle No. 154 on reply card, p. 119

# *National-U. S. expands its line with 2 great new gas-fired boilers*

## **The compact, low-cost "O" Series Boiler fits in a corner—installs in a few hours**

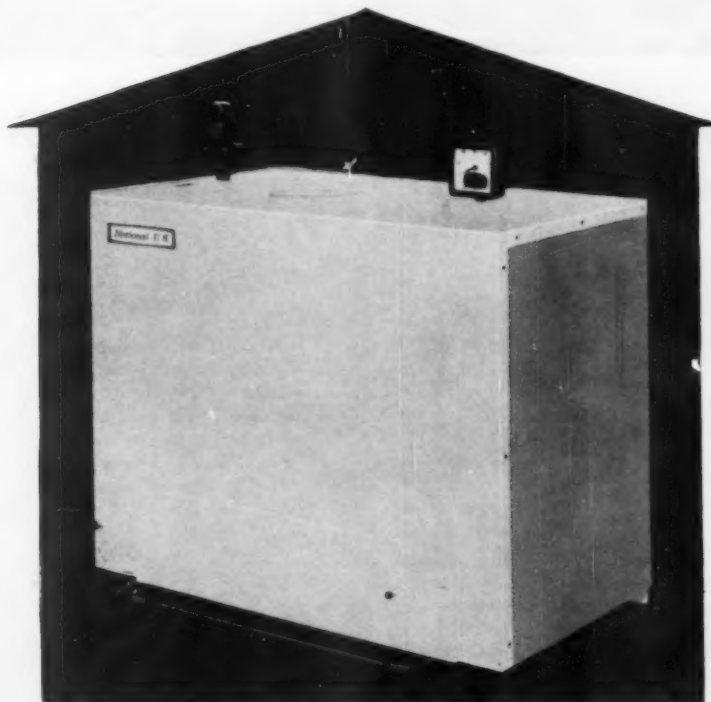
Find a place in a closet or under a stairway and there's room for the new National-U. S. "O" Series Boiler. The boiler occupies 20" x 24" to 32" of floor space. It's sized and priced to fit in small and medium homes, comes in 60,000, 80,000 and 100,000 Btuh AGA-approved output. Installs quickly because it's completely wired at the factory. The "O" Series Boiler features fast heat response . . . fills the need for quality hydronic heating on limited budgets. Available for immediate delivery.



## **National-U. S. "101" Series Boiler**

National-U. S. has had a quality image for years and it came from just such advances as the "101" Series Gas Boiler. It's modern, packaged and suited for either gravity or forced hot water heating systems or steam systems, new or old. It has an optional tankless hot water heater built in, plus all of the dependable design and quality construction features that belong in small to large residences of higher standards. There is a range of nine sizes—to 180,000 Btuh net I-B-R—and they meet all applicable requirements and standards of associations and codes. The "101" Series is ready now to help you with your profits.

Both new National-U. S. boilers are designed for use with baseboard distribution . . . and are ideally suited to the rapidly advancing trend in zone temperature control. Both are suited for compatible National-U. S. air conditioning installations. See your National-U. S. plumbing contractor for details and prices. See him soon.



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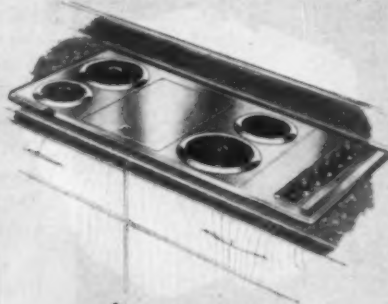


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Built-in Balanced-Heat ovens . . . perfect blending of handsome styling, cooking capacity and automatic conveniences. Features built-in Bar-B-Kewer®, automatic Ka-Bob®, Roto-Baste® and rotisserie, Roast Sentry® and "smokeless" broiling. Available in gas or electric.



Built-in surface unit with big capacity griddle . . . automatic 2-in-1 thermostatic unit, high-speed flash unit, infinite-heat controls, signal lights, top-mounted control panel, 2 standard and 2 giant-size Jetube units and Dispos-A-Bowls®. Also available in gas.

New! Mark 61 model Refrigerator-Freezer is three wonderful appliances in one. A No-Frost Refrigerator, No-Frost Freezer and the IceMagic® automatic ice maker. It looks built-in, yet it's free-standing. Can be placed anywhere . . . in a corner, flush-to-wall or flush-to-cabinets.

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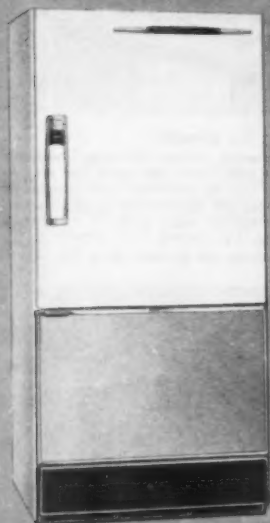
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Imperial model batch-feed disposer has automatic reverse which allows it to clear itself of most jams instantly. Built-in reversing switch can also be used as a master switch. A merchandisable "plus" feature.



Undercounter dishwasher is freshly styled for the trimmest look in the business, and offers the famous Filter-Stream® dishwashing system. For big capacity and cleaning power, this is the unit selected by quality-conscious builders and homemakers alike. Select-A-Door® trim method allows panels to be faced with material of purchaser's own selection, porcelain or brushed chrome.

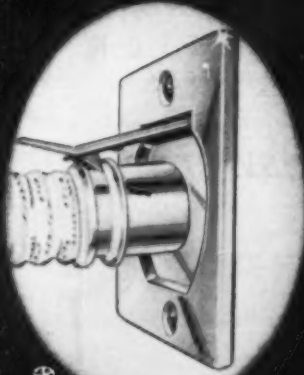
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in thirty years!

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Plug Featherlite Hose in conveniently located wall inlet and prestat . . . Instant super vacuum power. Dust and dirt are whisked away through tube lines concealed in wall partitions or under floors. No machine to lug. No cord to tug . . . and cleaning is so quiet. Heavy duty power unit is remotely located in garage, utility room or basement. Vacu-Flo really lightens and speeds up house cleaning.

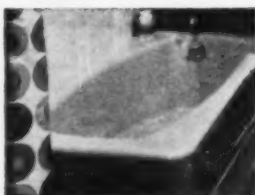
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## PRODUCT PREVIEW



### Plan any combination

These 5 1/2' recess and 5' corner contour bathtubs are featured in new line. Free standing and drop-in lavatories, off-the-floor toilets. Complete bathroom settings to help your planning.—*American Standard, Booth Nos. 719-744.*

Circle No. 155 on reply card, p. 119



### Won't chip, discolor

Nickel-stainless steel lavatory will not chip, rust, or discolor. Harmonizes in style with modern bath-room design. This 18"-bowl has recessed ledge, and safer, sanitary rim. Installs easily into all types counters and materials.—*Lyon, Inc., Booth Nos. 962-963.*

Circle No. 156 on reply card, p. 119

### Bathroom has divider

Bath fixture of vitreous china include four new closet models, and three lavatory bowls. One bathroom plan features wall divider between closet and lavatory-dressing table.—*Lawndale Industries, Inc., Booth Nos. 796-797.*

Circle No. 157 on reply card, p. 119



### Lighting adds glamour

Two-way diffused lighting from top of this wall vanity provides glamour for bath. Cabinet has three full shelves, built-in outlet, sliding doors. In 28", 32", and 44" widths. White, pink, blue, green, beige.—*Lau Blower Co., Booth Nos. 775-776.*

Circle No. 158 on reply card, p. 119



### Sink is angled for corners

Self-rimming has been added to this double-bowl angled corner sink. It's more convenient to use, eliminates hard-to-clean ledges. Fits corner at right angles, is 43 1/4" long, 22" front to back.—*Jensen Thorsen Corp., Booth No. 902.*

Circle No. 159 on reply card, p. 119



### Suits any bathroom

Complete "Clearflor" bathroom priced for tract builders. Has clean line design to suit any decor. Comes in choice of six colors. Consists of toilet, with silent flushing action, lavatory and end-outlet tub.—*Chicago Pottery Co., Booth No. 959.*

Circle No. 160 on reply card, p. 119

### Softener styled as appliance

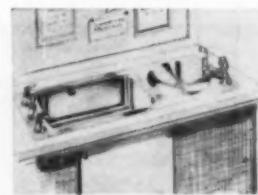
The "Princess" water softener is appliance-styled with a colored porcelain cabinet. Compact shape (just 12" in width) is designed for kitchen or utility room installation.—*The Lindsay Co., Booth No. 1112.*

Circle No. 161 on reply card, p. 119

### Custom-made for bath

Carved mirrors are the feature of custom-made bathroom cabinets. Have lights and shelves also designed for the discriminating owner. On the "Concealite" cabinet the valance lights are out of sight when turned off.—*A. Marchard, Inc., Booth No. 911.*

Circle No. 162 on reply card, p. 119



### Designed for schools

A combination round drinking fountain and deep sink bowl, designed for school-room, can also be installed in recreation or other convenient locations in home. Nickel-bearing stainless steel unit is 34"x16".—*Elkay Mfg. Co., Booth Nos. 595-597.*

Circle No. 163 on reply card, p. 119



### Surfaced with laminate

Single and double bathroom vanities are completely surfaced with stainproof plastic laminates. Have cosmetic drawers, utility cabinets, sliding mirror doors.—*Lino Products, Inc., Booth No. 1201.*

Circle No. 164 on reply card, p. 119

More baths, p. 230

## ALSYNITE ADVERTISING IS BIGGER THAN—

Today Alsynite, the first and finest name in the translucent panel industry, launches the most powerful year-long selling and advertising program ever seen in the field. 32 million LIFE readers will be exposed to the Alsynite story through the 2-page 4-color spread you'll see when you turn the page. And that's only the beginning! Read the ad, then look at the back for news about how the Alsynite program can help you, too.





THIS IS ALSYNITE

LET'S LIGHT THROUGH BUT CAN'T BE SEEN THROUGH





# THIS IS ALSYNITE

## RCI'S REINFORCED TRANSLUCENT PANEL WON'T SHATTER, WARP OR ROT

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Alsynite is yours in a variety of sizes, textures, patterns and colors. Best of all—it's lovely to look at—especially with the light coming through it. Alsynite quality is backed by the oldest firm in the field and the world-wide resources and reputation of RCI, one of the great names in chemistry. See Alsynite at your nearest dealer, listed in the phone directory yellow pages under plastic products. Or for more information write Alsynite.

**ALSYNITE**  
TRANSLUCENT PANELS

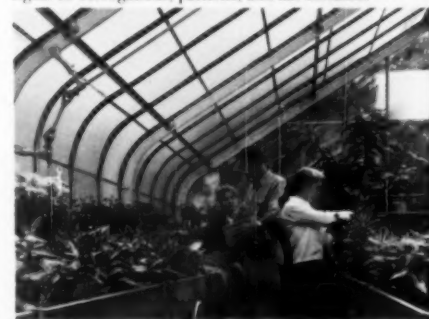
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**TRANSLUCENT**—for skylights, sidewalls, storefronts, signs. In corrugations, patterns, and flat surfaces.



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**PRIVACY** with beauty; Alsynite fencing can be easily cleaned by hosing it.

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# BUYERS GUIDE ISSUE

**More facts—faster!** Here in one quick "thumb-through" reference businessmen builders find *what* to use...*how* to use it...*who* makes it.

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ANNUAL ISSUE



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**American Builder**

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30 Church Street • New York 7, N. Y.

# 3 DOORS WINDOWS HARDWARE

## 1961 Product Preview



### Floating door turns entire wall into closet

Floor-to-ceiling floating doors set up without extra studding, turn wall into large-size closet. Panels are 1 1/4" deep, constructed of 24-ga. treated steel. Threshold and top track are of wood. Doors operate on nylon pivot bearings and guides on cadmium-plated pins. Installation is quick, needs only hammer and screwdriver.—*Float-Away Door Co., Booth No. 1004.*

Circle No. 165 on reply card, p. 119

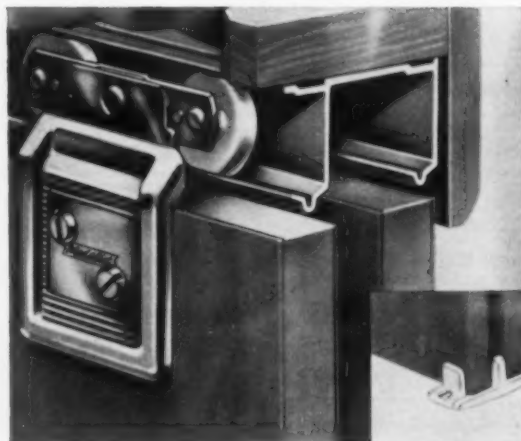
## New styles help you add



### Garage becomes summer room with sliding screens

By-passing screen installs in front of overhead garage door, turns space into summer family room. Requires no alteration of existing opening, removes easily for winter storage. Construction is rolled aluminum frames covered with fiber glass screening.—*Raynor Mfg. Co., Booth No. 604.*

Circle No. 166 on reply card, p. 119

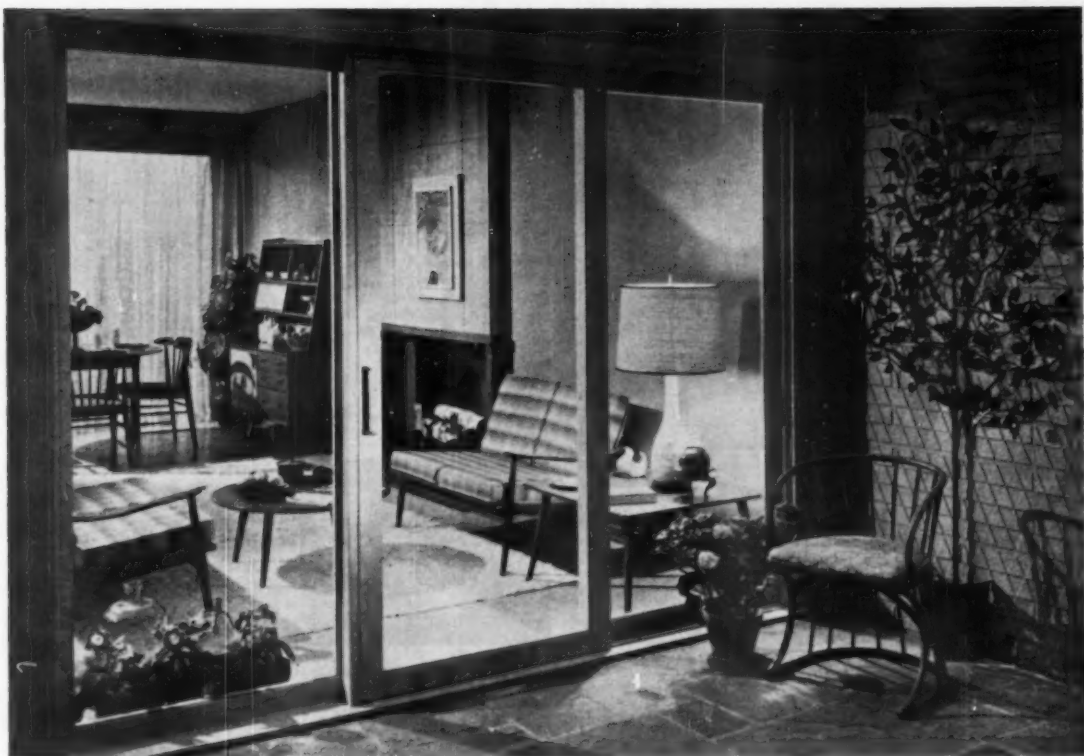


### Slider track set eliminates wedging, chattering

Sliding door hardware set features no-jump aluminum track with nylon wheel track. Eliminates wedging, chattering, dirt obstruction. Steel hangers, nylon floor guide are adjustable. Comes with anodized or nonanodized track, with or without fascia.—*National Lock Co., Booth Nos. 98-99.*

Circle No. 167 on reply card, p. 119





#### Sliding glass window wall has reinforced frame

Sliding glass door for window wall is reinforced with steel T-section. Frame is wood, fits into all interior, exterior decors. Circle No. 168 on reply card, p. 119

Unit has wool-pile weatherstripping, stainless steel track, self-closing screens and solid bronze hardware. Glazing options available are  $\frac{1}{4}$ " plate,  $\frac{3}{8}$ " or 1" insulating glass.—*Roiscree Co., Booth Nos. 419-420.*

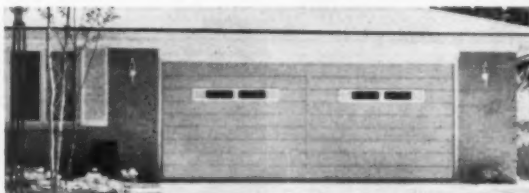
## extra space, brighten rooms



#### Frame used with drywall

Metal door frame is designed for use with drywall. Goes on finished wall in less than 10 minutes. Frame is reinforced for hinge attachment with machine screws, comes with universal strike plate, rubber door silencers. — *Kewanee, Booth Nos. 413-414.*

Circle No. 169 on reply card, p. 119



#### Steel garage door takes any exterior finish

Double garage door called the "Detroit" is made of bonderized and zinc-electroplated steel, permits completion of job with any color of exterior paint. Door opens easily, has pinch-proof feature. Units have anti-sway device, climate-proof

weather seal, safety-lock tracks, adjustable track hangers. Installation is easy, can be done by one man. Manufacturer offers five-year warranty on material and workmanship.—*Berry Door Corp., Booth Nos. 353-355, 383-385.*

Circle No. 170 on reply card, p. 119

#### Locks for narrow stiles.

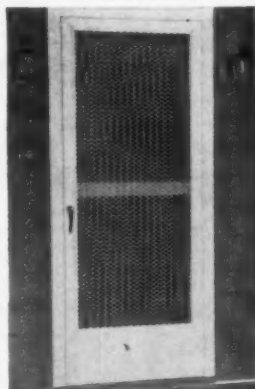
Locks and hardware are designed specifically for narrow-stile glass, aluminum, architectural metal doors. Includes locks, door closers, panic exit devices, other hardware. Also offered are door holders, bumpers, silencers.—*Yale & Towne, Booth Nos. 467-468.*

Circle No. 171 on reply card, p. 119

#### Doors in two glazes

Stock-size aluminum sliding glass doors come in single- or double- $\frac{3}{4}$ " insulating glass models. Units are available with two, three and four panels. Doors roll on nylon sheaves, have wool-pile weatherstripping.—*Arcadia Metal Products, Booth No. 831.*

Circle No. 172 on reply card, p. 119



#### Has honeycomb grill

New screen door adds to exterior decor, has honeycomb grill over screening. Construction is aluminum with baked enamel finish and 1" x  $2\frac{3}{4}$ " frame. Goes with traditional or modern design. Comes prehung.—*American Screen Products Co., Booth No. 187.*

Circle No. 173 on reply card, p. 119

## PRODUCT PREVIEW



### This folding door won't creep closed

New "Tropix-Fold" door is made of full-grained Philippine mahogany and nylon-reinforced vinyl weave. Moves effortlessly on nylon glides which will not creep into a closed position. Panel caps insure door's even folding. Exclusive matching

Circle No. 175 on reply card, p. 119

"Latch-O-Matic" handle has positive security lock operated with thumb-button. Doors will fit any opening up to 8'x8' with a single door; up to 16'x8' with double doors. Retail price: \$18.99 for 32"x80" door.—Clopay Corp., Booth Nos. 66-67.

Circle No. 175 on reply card, p. 119



### Covered in vinyl

Quality vinyl fabric has been added to "Modernfold's" folding doors, a decorative innovation for the low-cost home field. Fabric has back-coating to lock out moisture, give it stability, improve drape. — New Castle Products, Booth Nos. 941-942.

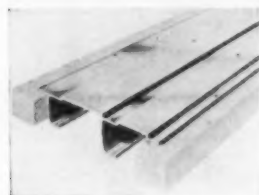
Circle No. 181 on reply card, p. 119



### Surfaces won't scuff

Door surfaces made of high-density composition are resistant to scuffs, scratches and stains; guaranteed against fading. "Laminex" door costs less than door finished on the job.—Plywall Products Co., Inc., Booth Nos. 911-912.

Circle No. 184 on reply card, p. 119



### Door has strong guides

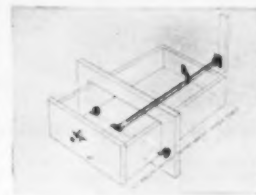
"Daisy" aluminum sliding glass door has a cadmium-plated steel roller. Roller is 1 1/4" in diameter and rides in rigid vinyl-bearing yoke which guides it. Nylon head guides are spring-loaded. Peterson Window Corp., Booth No. 1122.

Circle No. 178 on reply card, p. 119

### Jambs already mounted

Prefab wardrobe header has furnished mounted head jambs. Used with dado side jambs, trims out like swinging door. Fits standard rough opening. Smooth operation with convex rails.—L. E. Johnson Products, Booth Nos. 840-841.

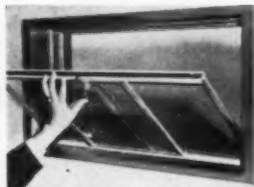
Circle No. 182 on reply card, p. 119



### Requires no head jamb

One-piece, flange-mounted, double track for by-passing doors eliminates need of a finished head jamb and fascia strip. Uses same opening and casings as for hinged doors. Of extruded aluminum.—John Sterling Corp., Booth Nos. 732-733.

Circle No. 176 on reply card, p. 119



### Threshold adjusts

One-unit door bottom combines door hook, sweep bar, drip cap. Available for all types of interlocking thresholds, and adjustable for unevenness in floor. Provides effective weatherstripping.—Sager Weatherstrip and Caulking Corp., Booth No. 185.

Circle No. 183 on reply card, p. 119

### Simplifies alignment

Easy action and elimination of alignment problems are main features of this drawer slide. Designed for fast installation in low-cost construction; employs Mono Rail construction. All parts of steel.—Ajax Hardware Corp., Booth Nos. 124-125.

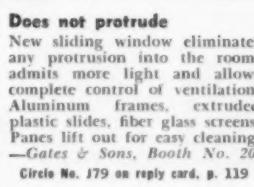
Circle No. 185 on reply card, p. 119



### Doesn't block light

Glass that can't be seen through, but lets light in, now comes in a selection of 26 patterns both rolled and wired. Shown here is the "Waffle" pattern with a ribbed cross-section surface. — Libbey-Owens-Ford Glass Co., Booth No. 367-368.

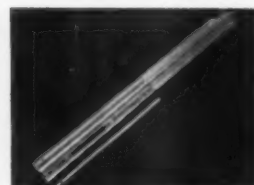
Circle No. 177 on reply card, p. 119



### Does not protrude

New sliding window eliminates any protrusion into the room, admits more light and allows complete control of ventilation. Aluminum frames, extruded plastic slides, fiber glass screens. Panels lift out for easy cleaning. — Gates & Sons, Booth No. 20.

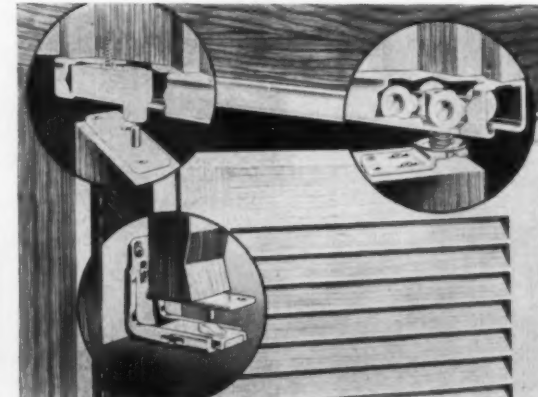
Circle No. 179 on reply card, p. 119



### Reduces friction

Power sash balance has been designed to obtain uniform lifting power through length of sash. Used with stock frames and sash, adjusts to greater sash width range for each sash height. — Grand Rapids Hardware Co., Booth No. 282.

Circle No. 180 on reply card, p. 119



### Hardware makes a room divider of any width

New line of folding-door hardware is designed to extend room dividers as widely as desired. Will carry as many as 200 doors, or as few as two. Main feature is reduction of time and effort required to install the divider. Other features include exclusive

automatic jamb bracket which closes doors tightly without spring or rubber bumpers; top-mounted "snap-on" hangers which have four nylon wheels that glide smoothly and silently. Called Series 1300.—Kennatrack Corp., Booth No. 706.

Circle No. 186 on reply card, p. 119

# ARE YOU A CARPENTER OR A BUILDER?

A carpenter knows how to build houses. But a builder knows how to build them so they'll sell quickly at a good profit. He knows which features to include to make his sale the easiest—and to make his house the best value for the prospect.

He knows, for instance, that nearly everyone would like to live in an air-conditioned home.

He knows he can now include central air conditioning in the homes he builds *without* pricing his product out of the market. Two important changes in FHA mortgage appraisal regulations make this possible:

**1.** Air conditioning can now be included in the appraisal of the house. *Its entire cost no longer has to be added to the down payment.* The importance to your prospect is this: Experts agree that air conditioning installed as original equipment costs only about *half* as much as when it's added later. This makes a startling difference in your prospect's monthly payments. For example, if the air conditioning system adds \$750 to a 25-year, 5¾% FHA mortgage, it adds only \$4.75 to the prospect's monthly payment. If the same system were installed later under the same local building conditions, it would cost your prospect \$31.17 a month under a current 5-year FHA Title I loan.

Only \$4.75 instead of \$31.17! What prospect can resist a bargain like this? Especially since he already wants air conditioning?

**2.** The inclusion of residential air conditioning in a new home costing over \$15,000 *no longer requires a higher monthly income* to qualify for FHA financing. It was required of prospects in the past because of artificially high estimates of operating costs. However, it has been clearly established that the savings air conditioning makes in cleaning, laundry, home maintenance and medical expenses will more than offset the cost of operating the system during the season.

The FHA, realizing the inequity of its earlier position, has notified all regional offices of the new policy . . . thus making it as easy and inexpensive as possible for homebuyers to have year round residential air conditioning installed during construction.

**What does this mean to you?** Precisely this: you can now give your houses the added sales appeal of residential air conditioning . . . *without in any way penalizing yourself by making the sale harder.* You are now free to cash in on the many ways air conditioning helps you make your sale:

1) Air conditioning heats, cools, cleans, and dehumidifies the house.

2) The clean, filtered air of an air conditioned house means fewer colds and less sickness for the occupants; less pollen, hay fever, smoke and impurities in the air.

3) An air conditioned house needs less housework: less dusting, less laundering, less-frequent cleaning of clothes, less cleaning of rugs and curtains.

The facts are in, and the added values of air conditioning are indisputable, both to you and to your prospect. Include it—and *sell* it—in every unit you build. And include the best—Chrysler Air Conditioning. It's yours at an attractive builder's price. It gives you nationally-advertised selling power, and lets you stop worrying about call-backs. And it's backed up by an attractive new Model Home Kit that helps you sell your homes. This kit doesn't cost a cent, and it's a hard-selling silent salesman on duty twenty-four hours a day. See your local Chrysler Air Conditioning Dealer for complete information.

Quality never lets you down. And Climate by Chrysler delivers quality twenty-four hours a day. Cash in on it. Now.



Airtemp Division, Chrysler Corporation,  
Dept. K-11, 1600 Webster Avenue, Dayton 4, Ohio

## PRODUCT PREVIEW



### Designed for economy

Removable windows in this economy line are made from clear, Western Ponderosa Pine. Fully set-up unit is equipped with Zeger "take-out" for efficient handling, operation and weatherstripping. —Morgan-Wrightman, Booth No. 161.

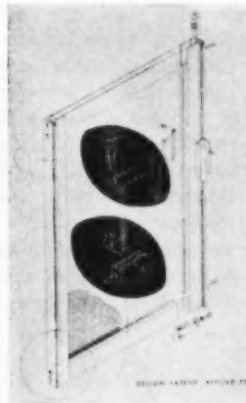
Circle No. 187 on reply card, p. 119



### Stops door chatter

Sliding door hardware eliminates wedging and chattering by means of a no-jump aluminum track with a trough under the nylon wheels. Also has adjustable steel hangers. —Medalist Hardware Div., National Lock Co., Booth Nos. 98-99.

Circle No. 188 on reply card, p. 119



### Eliminates adapter

Integral double-glazed sliding door in "Patio-Kama" line. Has 3/4" glazing channels extruded into strong tubular framing; eliminates adapter formerly needed. Up to four-door, multi-track installations. —Daryl Industries, Booth Nos. 964-966.

Circle No. 189 on reply card, p. 119



### Lockset aligns easily

Low-cost "2-line" residential lockset has improved T-zone aligning tube assembly. Normally found only in expensive locks. More resistant to torque. Also features fast three-step installation, preset screws. —Sargent & Co., Booth Nos. 54-55.

Circle No. 190 on reply card, p. 119

### Sliders take any glass

Sliding doors come in nine standard sizes with three different frame conditions. Can be glazed with heavy sheet or insulating glass. Adjustable ball-bearing rollers. Alumilite finish. —Cupples Products Corp., Booth Nos. 879-880.

Circle No. 191 on reply card, p. 119

### Window won't sweat

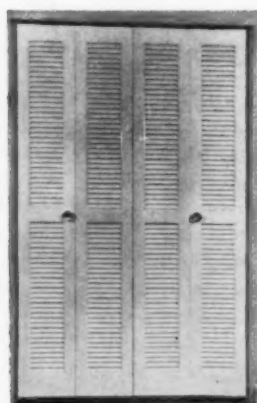
"Kota" window design has a combination of wood, aluminum, plastic and glass to assure proper insulation. Problem of sweating is eliminated. Incorporates two primary windows in the frame. —Kota Products, Booth Nos. 238, 239.

Circle No. 192 on reply card, p. 119

### Tested for durability

Aluminum building products, including storm windows, siding, railings, jalousie and screen doors are made of extensively tested materials. Surface is bonderized for paint, will not chip, resists corrosion. —Key-Stone Alloys Co., Booth No. 8.

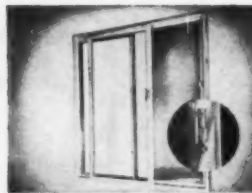
Circle No. 193 on reply card, p. 119



### Has fewer parts

Sliding door hardware for bi-folding doors has been designed with fewer parts for easier installation. Allows maximum opening, quiet operation. Trouble-free operation. —Strato-Track, Booth No. 866.

Circle No. 194 on reply card, p. 119



### Line is standardized

Aluminum sliding door line now has new hardware and handle designs in plastic, wood, aluminum. Screens have stronger framing. All sizes now take same size glass, screws. —Acorn Aluminum Products Co., Booth Nos. 828-829.

Circle No. 195 on reply card, p. 119

### Storms install easily

Plastic storm windows come in one piece with built-in edges. Eliminate hard-to-handle cardboard strips, make installation neat. In 300' rolls with fifty 6' windows in one length. Clear, heavy, breakproof. —Kordite Co., Booth No. 990.

Circle No. 196 on reply card, p. 119

### Rod takes extra carriers

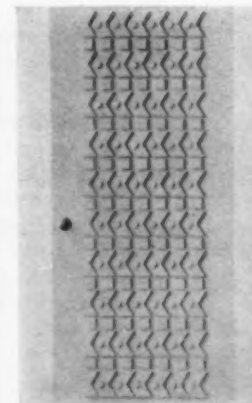
Clothes rod of gold anodized aluminum fits any type closet, will take extra carriers that snap into track. In nine sizes. Package includes end brackets, center support screws. Carriers are black nylon. —Grant Pulley & Hardware, Booth No. 956.

Circle No. 197 on reply card, p. 119

### Durable siding finish

A finish for aluminum siding will endure for years in salt air or industrial fumes. One-coat baked enamel combines acrylic resin with chemical properties that assure insolubility and hardness. —Pittsburgh Plate Glass, Booth Nos. 428-429.

Circle No. 198 on reply card, p. 119



### Doors add distinction

Distinctive designs are possible with these solid-core entry doors. Hardwood blocks and strips are applied to the face of the door in designs to fit every style of architecture. For custom and top-priced tract homes. —The Bellwood Co., Booth No. 427.

Circle No. 199 on reply card, p. 119



### Designed to cut costs

Five new lines of double-hung and horizontal-sliding windows in a special series of sizes. Provides on-site cost reductions for modular component construction. Factory primed. —Curtis Companies, Inc., Booth Nos. 528-529, 547-548, 564-565.

Circle No. 1100 on reply card, p. 119



### Grids snap in place

Wood casement windows feature single light sash in variety of sizes with snap-in grids. Give custom look at low cost. Choose diamond, colonial, or custom light divisions. New sill assures proper drainage. —Malta Manufacturing, Booth Nos. 510-511.

Circle No. 1101 on reply card, p. 119



### Makes doors durable

Laminated development called "Tigaclad" makes veneer of solid core flush doors more resistant to abuse and hard wear. Consists of sheet impregnated with thermosetting resin. —Roddie Div., Weyerhaeuser Co., Booth Nos. 107-107.

Circle No. 1102 on reply card, p. 119





**SPECIFY**

**WARE**

*Aluminum*

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**WALLS**

WARE ALUMINUM WINDOWS and Curtain Walls provide the quality that comes from basic design and skilled workmanship. Constant improvement through the application of sound engineering and improved techniques, plus the experience of many thousands of installations, assure that Ware Windows embody the latest improvements.

From the complete Ware line, the architect, the builder and the client have an opportunity to fit the exterior venting or finish of the residential, commercial or institutional structures to their exact requirements.

Ware Windows and Curtain Walls provide certain unique weather resistance features not available on others. Both the window and wall units are thoroughly cleaned, etched and lacquered at the factory; construction is designed to make installation easy; pricing is competitive, too.

For stock sizes and types, for special requirements, specify Ware Aluminum Windows or Ware Aluminum Curtain Walls. Write for our new catalogs on both.

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Filuma is available in five attractive colors to assure perfect home harmony: Coral, Yellow, Green, Tan, and White. Complete Filuma literature is available by writing Frantz headquarters at Sterling, Illinois.



# Filuma® THE DOOR THAT LETS LIGHT IN!

Filuma® with exclusive sculptured design, in glamorous colors to match any home, is the exciting news in garage doors today. No other door has won such wide acceptance in so short a time. The translucent fiberglass diffuses soft daylight inside to transform any garage into a pleasant extra room . . . actually eliminates the need for garage windows! Weighing only 1/3 as much as wood doors, it is the fastest to install and easiest to operate. It's trouble-free . . . warp-proof, shrink-proof, shatter-proof. It's maintenance free . . . needs no glazing or painting. And it's weather-tight—the tapered track and fleximatic guide seal out elements. Encased in strong, durable aluminum frame it cannot bind—ever! Filuma with inside-outside latch, chrome handle, 11 1/8" headroom, and zinc plated hardware, is truly tomorrow's door today!

\*Patent Pending



Filuma comes in ten sizes to fit all residential openings

FILUMA IS PRODUCED EXCLUSIVELY BY  
**FRANTZ**  
MANUFACTURING COMPANY  
STERLING, ILLINOIS

## PRODUCT PREVIEW



### Combines sash

This wood window unit combines a stationary sash over an awning sash with new, narrow meeting rails. Reduces horizontal mullion more than 2 1/2". Optional hardware, weatherstripping.—Rock Island Millwork Co., Booth Nos. 290-292.

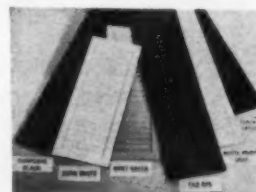
Circle No. 1103 on reply card, p. 119



### New latch mechanism

New "ShoLume" patio door has practical features. Interior handle is combined with latching mechanism. Screen clip in bottom rail prevents track jumping. Panels are reversible.—Shower Door Company of America, Booth Nos. 408-411.

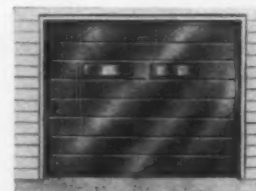
Circle No. 1104 on reply card, p. 119



### Shutters look like wood

Aluminum shutters finished in baked enamel are fabricated to look like wood, yet have advantages of aluminum construction. Heavy-gauge louvers are securely anchored, strong, lightweight. Standard sizes.—Louver Mfg. Co., Booth No. 882.

Circle No. 1105 on reply card, p. 119



### Door looks like siding

Economy-priced steel garage door designed for speculative home builder. Steel is zinc-coated attractively formed with horizontal grooves to look like siding. In decorator colors, requires only 1" headroom.—Wagner Mfg. Co., Booth Nos. 437-438.

Circle No. 1106 on reply card, p. 119

### Eliminates screws

New strike for locksets installs easily in wood and metal jambs. Eliminate screws, mortising, and chiseling. Drill hole, position strike and hammer staking tool which expands strike box to fit firmly.—Kwikset Sales and Service Co., Booth Nos. 793-795.

Circle No. 1107 on reply card, p. 119



*A luxury hotel with  
Gerber Plumbing Fixtures*



*Gerber plumbing fixtures were selected for each of the 466 private bathrooms and public washrooms in Chicago's Executive House.*

## Here's why builders are selecting Gerber's Mighty Middle line for luxury jobs

With Gerber Plumbing Fixtures, builders find they can put in a more appealing bathroom without increasing costs, in moderately priced homes or even in luxurious structures like Chicago's Executive House.

That's because Gerber offers "expensive fixture" beauty and quality at a moderate price. Sensible prices without sacrificing quality are made possible by specializing in volume production of a complete plumbing fixture line for the Mighty Middle mass market only. Gerber makes no slow-moving specialty items which add costs that must be carried by this basic fixture line. Savings are passed on in the form

of moderate prices and added features—some exclusive, others found only on more expensive lines.

Thus, builders find Gerber's beauty and quality is in keeping with the requirements of their luxury jobs, and the savings can be used to add extra refinements.

Gerber plumbing fixtures are available in white or six beautiful colors: petal pink, wedgewood blue, forest green, driftwood tan, daffodil yellow, and cloud gray. Write for catalog showing Gerber's complete line of plumbing fixtures plus special design features that make installation quick and easy.



Cast Iron Enamelware



Vitreous China



Brass



Steel Enamelware



Shower Stalls



### "Plumbing Fixtures for The Mighty Middle"

Gerber Plumbing Fixtures Corp., 232 N. Clark St., Chicago 1, Illinois

5 Factories: Kokomo, Ind., Woodbridge, N. J., Delphi, Ind., Godsden, Ala., West Delphi, Ind. • Export Div.: Gerber Int'l. Corp., 500 Green St., Woodbridge, N. J.

## Ease the profit squeeze



### with a handy PAYLOADER®

#### Versatile tractor-shovel performs 3 operations

At a million dollar high school construction project, this H-30 PAYLOADER loads excess dirt and backfills with its 1-cu. yd. bucket ... it also installs a good share of the 6,000-cu. yds. of trenches required with its rear mounted back hoe. NET RESULT: One operator and this multiple-duty PAYLOADER saves dollars in labor every day *plus* the added cost of maintaining several single-purpose machines.

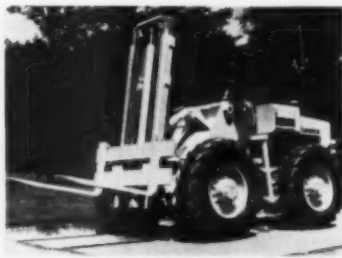
The 4-wheel-drive Model H-30 PAYLOADER is a natural for any construction, maintenance or repair project. Compact in size and modest in price, it features the latest improvements of larger PAYLOADER units. Its advantages in performance, safety and operation are not found in any comparable machine. Check these features:

**CAPACITY** — 3,000-lb. operating capacity; 1-cu. yd. bucket; 8'-4" dumping clearance and 29" reach ahead of tires.

**OPERATING EASE** — Power steering; full power-shift transmission with torque converter; sealed hydraulic brakes on all 4 wheels.

**POWER AND TRACTION** — 6-cyl., 77½-h.p. gas engine to handle peak loads; 4-wheel drive with 3 forward and 3 reverse speeds up to 25.7 mph.; shifts in either direction made "on-the-go", no foot clutching.

To learn more about the cost-cutting uses of PAYLOADER tractor-shovels, their sizes (there are 8, up to 12,000-lb. operating capacity) and interchangeable attachments that best fit your needs, contact a Hough Distributor nearby, or return the coupon.



FORK LIFT TRACTOR handles 6,000-lb. loads up to 21' height. 4-wheel drive, power steering, power shift transmission, 4-wheel hydraulic brakes.

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- ☐ Send data on new H-30 PAYLOADER  
☐ Send data on fork lift tractor

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Company \_\_\_\_\_

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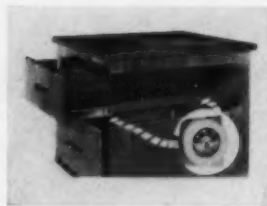
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City \_\_\_\_\_

State \_\_\_\_\_

1-8-5

#### PRODUCT PREVIEW



#### Drawer aligns itself

Ball-bearing drawer slide eliminates installation problems. Has self-aligning tabs on track that do away with measuring and leveling. Slotted holes, screws simplify adjustments. Plastic rollers, steel tracks.—Amerock Corp., Booth No. 538-540.

Circle No. 1108 on reply card, p. 119



#### Hides wastebasket

This handy "disappearing" rack for wastebaskets glides smoothly into the underside of cabinet. Its ball-bearing carrier is attached easily with four screws.—Knappe & Vogt Mfg. Co., Booth Nos. 61-62.

Circle No. 1109 on reply card, p. 119



#### Divide single pane

Window bars provide architectural beauty to one-pane sash, and can be removed for window-washing. Made of selected wood, bars are held in place with tiny metal clips on inside of window near glass. Snap in and out.—Zegers, Inc., Booth No. 471.

Circle No. 1110 on reply card, p. 119



#### Complete lock kits

Locksets, cabinet hardware, drawer pulls are part of manufacturers line. Includes keying kits, installation tools, strikes and strike tools. Offers a variety of styles.—Western Lock Mfg. Co., Booth Nos. 91-92.

Circle No. 1111 on reply card, p. 119

#### Sash comes out

Integral fins and deep trim are illustrated in this vertical section of the Crossly single-hung window, Series 711. Unit features a removable sash, mechanical or applied muntins, and self-storing storm sash.—Crossly Window Corp., Booth Nos. 811-812.

Circle No. 1112 on reply card, p. 119

More doors, p. 223

AMERICAN BUILDER



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|-----------|------------------------|--------|-----------------|--------|--------------|
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| 75,000*   | 25                     | 41     | 62              | 44½    | 65           |
| 100,000 † | 29                     | 47     | 62              | 44½    | 65           |
| 125,000   | 32                     | 52     | 62              | 44½    | 65           |
| 150,000   | 35                     | 55     | 62              | 44½    | 65           |
| 175,000   | 40½                    | —      | 67              | —      | 70           |
| 200,000   | 45½                    | —      | 67              | —      | 70           |

\*Not available for oil fuel

†Available with direct drive blower

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# 4 FLOOR WALL CEILING MATERIAL

## 1961 Product Preview



### Partition and paneling allow fast inside finish

"Easy-Wall" partitioning and paneling allows wall to be set and finished within a few hours. Comes in 2'x8' panels which are

Circle No. 1113 on reply card, p. 119

1 1/4" thick. Units are faced with wood grain hardboard, have rigid insulating core. Partitions slide into place on 1/2"x1 1/4" floor and ceiling plates, joined by 1/2"x1 1/4"x8' splines. Finishes are dark brown and silver gray. *Simpson Timber Co., Booth No. 477.*

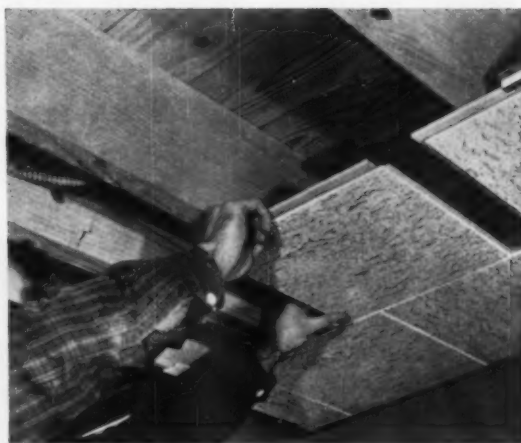
## "New look" finishes give variety



### Textured paint finish protects interior walls

New textured paint finish is applied directly on interior paneling using spray method. Finishes and primers are offered for use in prefabricating and component building, as well as in field applications. Paint comes in a variety of colors, has low sheen.—*The Arco Co., Div. American-Marietta, Booth Nos. 68-69.*

Circle No. 1114 on reply card, p. 119



### Ceiling tile "clip strip" eliminates furring

Wood fiber ceiling tile goes on quickly with clip-strip that eliminates furring. Lightweight metal strip staples directly to ceiling joists. Tiles slide into place with no other fastening required. Maximum loss of headroom is less than 1". Strip comes in 4' lengths. *National Gypsum Co., Booth No. 1003.*

Circle No. 1115 on reply card, p. 119



#### Hardwood parquet goes down like tile

Parquet hardwood flooring squares measure 19"x19"x $\frac{5}{16}$ ". Lay on solid base like tile. Each unit contains 16 blocks. Bond Wood sections have square joints, no bevel or tongue-and-groove. Paper protects surface, is removed after installation. Flooring comes in five grains.—Harris Mfg. Co., Booth No. 394.

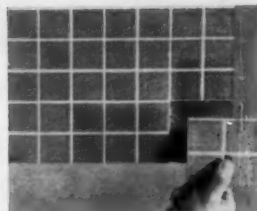
Circle No. J116 on reply card, p. 119



#### Goes inside and out

Quarry stone veneer applies over interior or exterior side-wall. Stone is genuine, ideal for all residential and commercial decors. Blocks are from four to eight inches high; lengths run from eight to twenty-four inches.—Shakertown Corp., Booth Nos. 50-51.

Circle No. J118 on reply card, p. 119



#### Gives small-tile effect

Scored tile design comes in 4 $\frac{1}{4}$ " x 4 $\frac{1}{4}$ " units, gives small-tile effect. Squares are designed for adhesive, regular or thin-set mortar applications. Scored tile can combine with plain patterns for variety. Chart shows color combinations.—American Olean, Booth No. 972.

Circle No. J119 on reply card, p. 119



#### Laminated plank flooring goes over slab

Laminated plank flooring can be laid directly over concrete slab. Can be used with or without radiant heat, using only adhesive. Planks are available in widths of 3", 4", 5", 6", and 7". Comes in approximate lengths of 2 $\frac{1}{2}$ ' to 7 $\frac{1}{2}$ '. Manufacturer's

line includes prefinished laminated and solid block flooring. Laminates come in 1 $\frac{1}{2}$ "x9"x9" units and four grains. Solid blocks measure 5/16"x12"x12", come in five grains, including teak, walnut, oak.—Wood-Mo-sair, Booth Nos. 462-463.

Circle No. J120 on reply card, p. 119

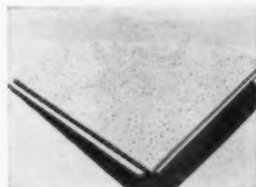
## to rooms



#### Vinyl sheet flooring is marble-ized

Sheet vinyl-composition flooring has marble-like finish and moisture-resistant backing. Material is suitable for below-grade installation as well as on- or above-grade floors. Veined pattern permits matching control. "Palatial" style comes in eight duotones, 6' wide.—Armstrong Cork Co., Booth Nos. 84-85, 103, 106.

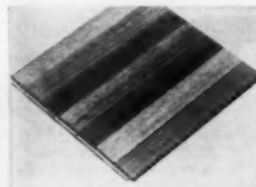
Circle No. J117 on reply card, p. 119



#### Adds ceiling beauty

Ceiling tile panels feature small circular and triangular acoustical perforations, lend distinctive look to ceilings. Called "Stellar Fibretone," units are designed for residential or commercial use. Line includes floor tile.—Johns-Manville, Booth No. 785.

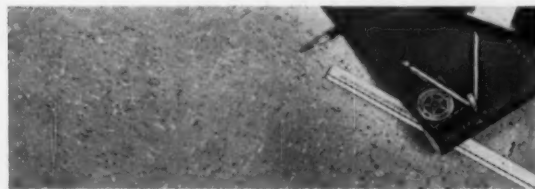
Circle No. J121 on reply card, p. 119



#### Has baked-on finish

Solid wood floor tiles feature baked-on finish that eliminates polishing. Units are made of Appalachian hardwood, lay on like asphalt or vinyl tile. Tiles are beveled, grooved and put down in parquet style.—Tibbal: Flooring Co., Booth No. 923.

Circle No. J122 on reply card, p. 119



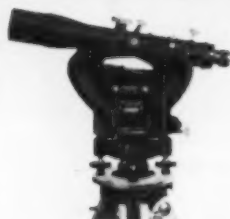
#### Color-chip vinyl floor won't wear away

Vinyl asbestos floor tile has color chip styling that can't wear away. Chips distributed at every level of tile make flooring ideal for heavy traffic areas. Units measure 9"x9" in three thicknesses— $\frac{1}{8}$ ",  $\frac{1}{4}$ ",  $\frac{3}{8}$ ". Designed for institutional, com-

mercial, residential and industrial floors. Goes on concrete slab (above or below grade); on felt over wood subfloors. Flooring is easy to maintain, grease and alkali resistant.—Azrock; Uvalde Rock Asphalt Co., Booth No. 907.

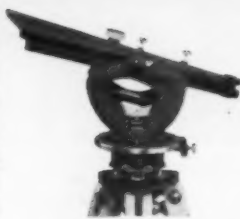
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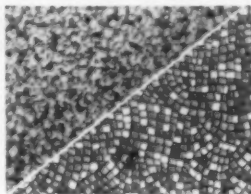


**Luminous ceiling eliminates shadows**

Luminous ceilings that provide shadowless light can be installed in many cases at lower cost than regular lighting fixtures. The 2'x2' square modules can be installed in any straight-walled area, supported on metal strips. Dropped ceiling rests on

L channels screwed or nailed to studs. Light is provided by fluorescent fixtures 8" or more above dropped ceiling. No dust-catching valleys. Costs from \$1.15 to \$1.50 per sq. ft.—*Artcrest Products Co., Inc., Booth No. 104.*

Circle No. J124 on reply card, p. 119



**Patterns in two sizes**

Two-way decorative pattern for vinyl counter tops and flooring has been created with a diminutive mosaic design for the counter. Expanded size for the floor. Combines light and open effect.—*Goodyear Tire & Rubber Co., Booth Nos. 937-940.*

Circle No. J125 on reply card, p. 119



**No refinishing needed**

Plastic-surfaced "Marlite" panels are shown in two new decorator lines, Marble and Golden Fleece and Lace patterns. Both have permanent, washable surface; resists heat and moisture.—*Marsh Wall Products, Inc., Booth No. 272.*

Circle No. J126 on reply card, p. 119

**Lead blocks sound**

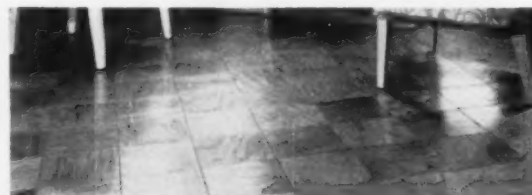
Lead as an acoustical material is proven lighter than equally efficient acoustical products. Its limpness compensates for its weight in damping sound and vibrations. With pearlized finish, enamels, etc.—*Lead Industries Assn., Booth No. 17.*

Circle No. J127 on reply card, p. 119

**Pads kitchen floor**

Wall-to-wall cushioned comfort is now installed in kitchens and bathrooms. "Fatigue mat" floor covering is a smooth vinyl-topped, foam rubber-cushioned product. In decorative patterns and colors.—*Crown Rubber Co., Booth No. 861.*

Circle No. J128 on reply card, p. 119



**Natural oak flooring is only 1/8" thick**

Natural oak flooring that is only 1/8" thick is both tough and flexible. Fits snugly to normal floor curvatures and is thin enough to match thickness of kitchen and bathroom linoleum or tile. Its factory finish is abrasion resistant, traffic-proof.

Comes in 9"x9" tiles for installation on plywood, hardboard or concrete "on grade" floor slabs. The lamination, bonded with water-proof adhesive under high pressure, eliminates shrinking.—*Georgia-Pacific Corp., Booth No. 474.*

Circle No. J129 on reply card, p. 119





#### Fir plywood panels save on flooring labor

"Insta-Floor" panels are a new low-cost approach to floor systems. Made of half-inch 4x8 fir plywood, with stringers pre-attached 16" on center across them. Panels are supported by beams at 4' o.c. Installed by dropping in place and fasten-

ing. No cutting or fitting. Cost is about 35¢ to 40¢ per sq. ft., with finished flooring at 80¢ to \$1.00. Shown here is full-size Insta-Floor panel installation over box beams.—Douglas Fir Plywood Association, Booth Nos. 277-278.

Circle No. J130 on reply card, p. 119

#### Hardwood for all needs

Appalachian hardwoods feature wall and floor paneling in standard, unique or novelty designs. Also complete selection of moldings and interior trim, yellow poplar weatherboard.—Appalachian Hardwood Mfrs., Inc., Booth No. 891.

Circle No. J131 on reply card, p. 119



#### Panels give planked finish

Genuine hardwoods are used in "Panawall" paneling. Choice of five species in deluxe or natural finish. Panels are 3/4" in 4'x8' or 4'x10' sizes with trim moldings to match. Soft and satiny or cleartone finish.—R. S. Bacon Veneer Co., Booth Nos. 872-873.

Circle No. J132 on reply card, p. 119



#### Ceiling tile absorbs sound but resists dirt

"Kleentone" acoustical tile has a vinyl-plastic surface that is especially treated to resist dirt. The wood fiber tile beneath, with hundreds of perforations, absorbs up to 70% of the noise. When the surface does need cleaning, soap and water will

do the job. This line features two kinds of surfaces—smooth or textured. Both are white and highly light reflective. Surfaces are available in 12" x 12" with beveled-butt or tongue-and-groove edge.—United States Gypsum Co., Booth No. 594.

Circle No. J134 on reply card, p. 119

Engineered by Edwards

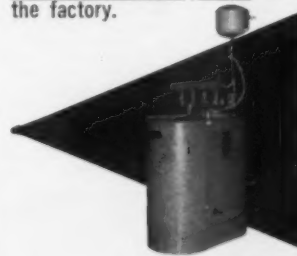
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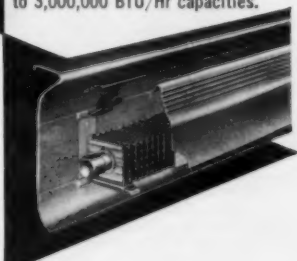
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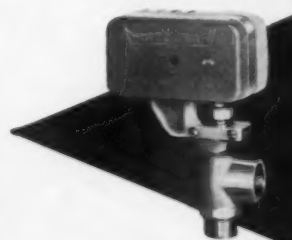
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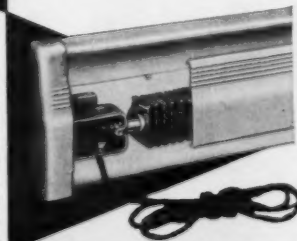
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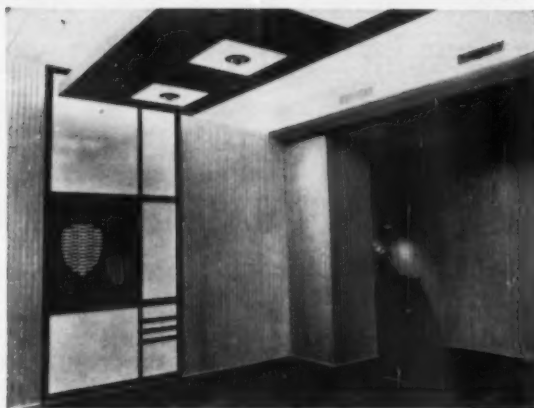
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## PRODUCT PREVIEW

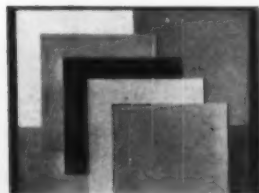


### Wood paneling gives permanent finish

Wood paneling provides a permanent wall if properly applied and finished. Has natural acoustical value. These panels are preshrunk by proper seasoning, uniform in size. Can be finished in natural-gold of Southern Pine, or in different colors by

tinting the finish in oils. Lighter, cooler colors give room a greater lateral range, warm colors "reduce" a large room. A solid wood panel on opposite side of sun room will reduce glare.—*Southern Pine Association, Booth Nos. 280-281.*

Circle No. J135 on reply card, p. 119



### New effects in color

Solid colors for vinyl tile designed to meet modern styling demands. Eight decorator shades lend themselves to new color schemes. Utilized in regular 9" x 9" tiles or as feature strips in 1/4", 1/2", 3/4"—*Kentile, Inc., Booth Nos. 944-946.*

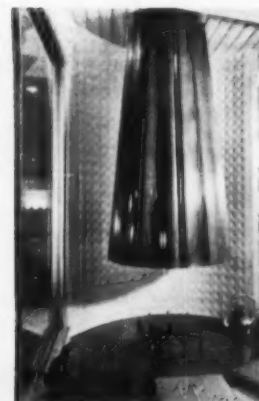
Circle No. J136 on reply card, p. 119



### Tile set in rubber

These 9" square tiles are composed of 1" x 1" ceramic units fused into a rubber grid. Gives floor the resilience of rubber and beauty of mosaic. Also costs less than regular tile, and is virtually permanent.—*U.S. Ceramic Tile Co., Booth No. 10.*

Circle No. J138 on reply card, p. 119



### Looks 3-dimensional

Three-dimensional sculptured ceramic tile is a new concept in decorative tiles for designer schemes. Here "Sphere" tile is used in a solid pattern to form the curved back wall of free-standing fireplace.—*Pomona Tile Mfg. Co., Booth No. 864.*

Circle No. J137 on reply card, p. 119



### Comes pre-pasted

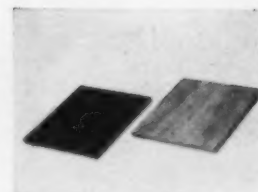
New line of washable wall fabrics is pre-pasted for easier hanging. "Wall-Tex" has decorating fabrics to match. Paste is activated by wetting back of fabric with sponge. In 27" width, 16' rolls.—*Columbus Coated Fabrics Corp., Booth Nos. 122-123.*

Circle No. J139 on reply card, p. 119

### Floor takes wear

Assorted squares and rectangles give this unglazed ceramic floor tile a random pattern effect. Designed for interior or exterior application, tiles are cushioned and frostproof. Tile comes in 2'x1' sheets.—*Amsterdam Corp., Booth No. 246.*

Circle No. J140 on reply card, p. 119



### Noncombustible tile

This acoustical tile made of mineral fibers is non-combustible, highly efficient noise absorber. Each tile is uniquely fissured in its own distinctive pattern, creates overall travertine effect.—*Baldwin-Ehret-Hill, Inc., Booth No. 969.*

Circle No. J141 on reply card, p. 119

### Ceramic tile facts

Standards, quality, manufacture of ceramic tile is theme of exhibit. Will point up variety of colors, patterns, textures, shapes and sizes available in domestic tile. Also mortars, adhesives, cements.—*Tile Council of America, Booth Nos. 96-97.*

Circle No. J142 on reply card, p. 119

### Make into cabinets

Flakeboard is a wood product surfaced with a thin overlay of polyester film. Can be made into cabinets, doors, table-tops, paneling. It's warp-resistant, holds screws well.—*West Virginia Pulp and Paper Co., Booth Nos. 974-975.*

Circle No. J143 on reply card, p. 119

### New "marble" pattern

"Scribble" is a new tile pattern which appears to out-marble other marbled tiles. In both synthetic resin enamel and porcelain enamel on aluminum, with flat cap, bullnose cap and extended depth cap.—*Vikon Tile Corp., Booth No. 362.*

Circle No. J144 on reply card, p. 119

### Compound has positive seal

New sealant and caulking compound called Thorospan is designed for glass, metal, concrete, rubber and wood. Has synthetic rubber base, ideal for positive waterproofing. Comes in two grades.—*Standard Dry Wall Products Inc., Booth No. 229.*

Circle No. J145 on reply card, p. 119

### Covers all material

Decorative covering goes on most base materials including plywood, particle board, plaster, composition boards, metals. Surfacing sheet is impregnated kraft paper covered by melamine.—*Panelite, St. Regis Paper Co., Booth Nos. 35-37.*

Circle No. J146 on reply card, p. 119

### Tile in three styles

Asphalt and vinyl-asbestos tile comes in three major types... "Matico", "Hako", "Moultile." Also offers cork and metallic patterns. Finishes include black, charcoal, red, brown, green, tan, others.—*Mastic Tile Div., Ruberoid Co., Booth Nos. 40-41.*

Circle No. J147 on reply card, p. 119

### Floors go darker

A dark finish for floors is new feature of this laminated oak block. Can also be combined with light shade for new design possibilities. Both are of 3-ply southern oak, in 1/2" thick 9" squares. E. L. Bruce Co., Booth Nos. 309-310.

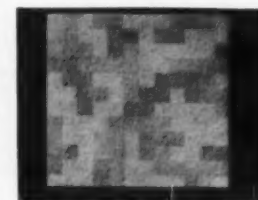
Circle No. J148 on reply card, p. 119



### Add charm inexpensively

Wood-grain finish plateboard is designed for economical installation in bar, playroom, or den. Installs quickly with ordinary tools. Comes factory finished in five patterns, random, blok, verti, plain, perforated.—*Abitibi Corp., Booth Nos. 897-898.*

Circle No. J149 on reply card, p. 119



### Has contemporary look

Contemporary pattern of "Nu-Wood" acoustical tile is achieved with squares and rectangles in two-tone beige. Design does not repeat itself, gives flowing effect. All patterns of tile are flame-resistant.—*Wood Conversion Co., Booth No. 472.*

Circle No. J150 on reply card, p. 119



### Mosaics in oak

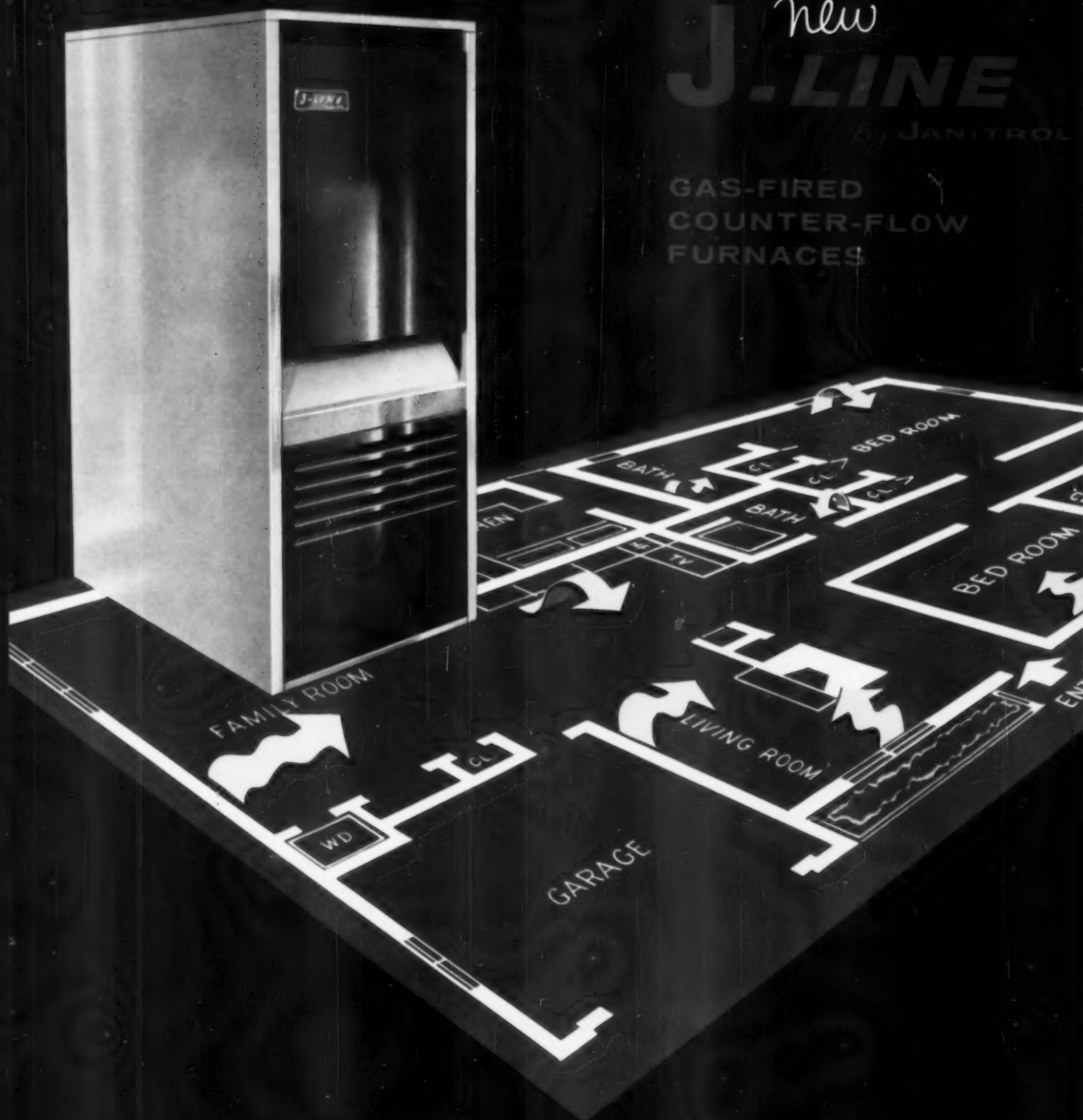
Pre-finished oak in mosaic parquet can be installed on concrete or wood subfloors. All wood, its contraction and expansion is minimum, provides durability and easy maintenance. Many designs, for all homes.—*The Cromar Co., Booth No. 1195.*

Circle No. J151 on reply card, p. 119

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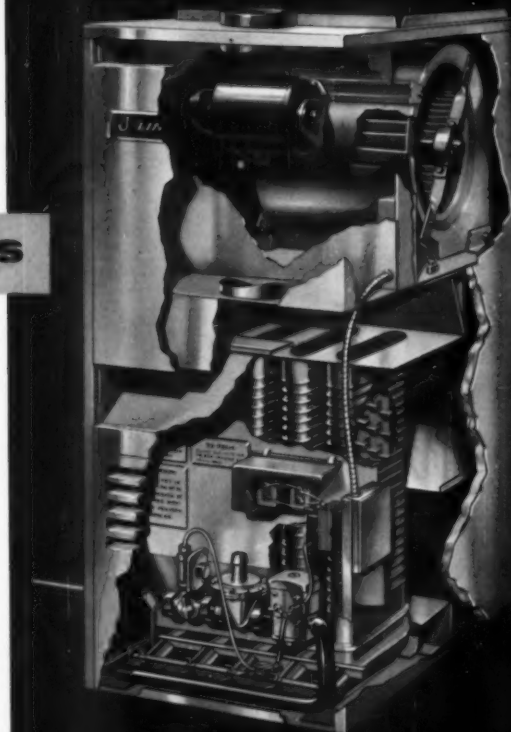
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**Factory Fire-Tested**—all models are wired, fired and checked at the factory under operating conditions.

## **Exclusive Builders' Model Home Promotion**

### **DOUBLES YOUR SALES POWER!**

JANITROL HEATING AND AIR CONDITIONING  
A Division of Midland-Ross Corporation  
Columbus 16, Ohio  
Gentlemen:

Please rush me complete information on new Janitrol J-Line heating and powerful model home merchandising aids that will double my sales power!

NAME.....

COMPANY.....

ADDRESS.....

CITY.....ZONE.....STATE.....

**1** Feature the nationally advertised, consumer-accepted Janitrol brand name in your home at prices no higher than ordinary "builder model" equipment.

**2 FREE**... Model home merchandising aids, field-tested, to help you sell your homes (instead of the furnace)! Do a real selling job on your model homes with this exclusive promotion plan. It's sales-action tested and complete... a powerful traffic-builder and point-of-sale tool to help you build sales and profits... See for yourself! Mail coupon today for facts on this terrific sales booster!



# A BIG STEP FORWARD IN REMOVABLE WINDOW EQUIPMENT

*An excellent  
feature  
for apartments  
as well as  
homes*

Today, removable windows have wide appeal. Among the first to realize the value of the removable feature was Zegers, Inc. About five years ago they set out to produce equipment that would provide removability and also assure efficient weatherstripping. The job was not easy, but constant research and testing finally brought the desired results. Now, the Zegers removable equipment, called "Take-out," is available!



*Just a slight sideways pressure of the sash, in either direction, and Take-out equipped window is out.*

The problem was solved by combining famous Zegers Dura-seal principles of efficient weatherstripping and dual sash support with a new compressible jamb, so that weather-tight, well-balanced, double-hung



*Take-out is real easy to remove and replace!*

wood windows now can be lifted out and put back *easily*, quickly. No longer will users have to tug and struggle to remove and replace windows. Tests made by independent research laboratories show that windows equipped with Take-out exceed F.H.A. requirements by more than 50 per cent!

Probably one of the most important Take-out features is Dual Balancing\* which provides *two* spring balances on each sash, one on each side, to prevent the sash from tilting. Furthermore, Take-out is coated with Zelite, an exclusive process that keeps the metal bright and beautiful.

With Take-out, cold, drafts, or dirt cannot enter. In the summer, warm air cannot enter air-conditioned homes through the windows and cool air cannot escape.

SEE BOOTH 471 NAHB SHOW



*Washing Take-out equipped windows is no task!*

**Builders!** Ask your lumber dealer about Take-out or write *now* for our new folder.

**Lumber Dealers:** Write for new Take-out folder and ask to see a Take-out Window in operation!

**ZEGERS**  
INCORPORATED

8090 South Chicago Ave.  
Chicago 17, Illinois

Manufacturers of Dura-seal Weatherstrip  
and Sash Balance, Take-out, and  
Dura-glide

\*Pat. Applied For

# CINCI

another  
hot AllianceWare  
market!

Hats off to Cincinnati where booming sales of AllianceWare hold real meaning for you. AllianceWare's complete line is chock full of genuine features to help you sell and install. You'll quickly see that your city, too, can be another hot AllianceWare market.



*the longest complete line in America*

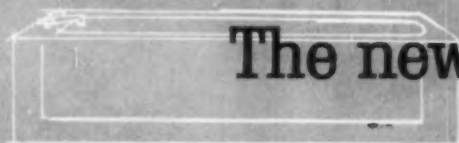
# AllianceWare

BOX 809, ALLIANCE, OHIO  
Fast deliveries from 4 strategically located plants  
Alliance, Ohio • Somerset, Pa. • Kilgore, Texas • Colton, Calif.

AllianceWare Permasheen porcelain-on-steel bathtubs... Offering styles and sizes to fit every bathroom... every budget! Include full-size grab rails, wide seats and patented wall-hung installation that holds tub firmly in place, eliminates wall separation. One man can install them, too, since they're steel, not cast iron... stronger, yet lighter.



*See the complete AllianceWare line unveiled at the Builders' Show*



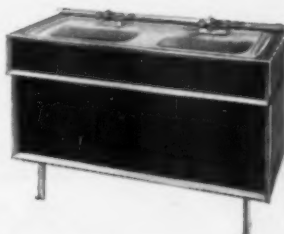
## The new Character Line



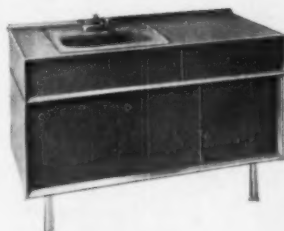
# NINATI



**AllianceWare vanities**... the ultimate in clean-line design at economy prices. Rigidly constructed of harmoniously colored porcelain enamel on metal panels with custom aluminum trim. Feature integral soap dishes, hidden overflow and anti-splash beads. Porcelain enamel is acid and stain resistant. Reversible sliding doors (optional at extra cost) enable changing decor by simple reversal of doors to expose new complementary color. Available in a variety of permanently brilliant colors that add a new accent to bathroom furnishings.



**NEW!... the Emperor**... Eliminates traffic problems with a stylized double bowl lavatory set into a 47" counter area. Three sliding doors afford entry into large under-lavatory compartment.



**NEW!... the Admiral**... Provides roomy 47" counter top space with a 20" x 18" lavatory built right in. Includes large drawer and a giant compartment entered through any of three sliding doors. Available with lavatory on left or right.



**NEW!... the Diana**... Provides dressing comfort and bathroom beauty... a dressing table with leg room along with a lavatory cabinet. Available with lavatory set into left or right side of 47" counter area. Cabinet base is 32".

*Chicago, Illinois • January 29—February 2 • Booths 330, 331, 332*

by AllianceWare

OFFERING FOR THE FIRST TIME...  
AT ATTRACTIVE PRICES... A COMPLETE BATH  
WITH ALL PLUMBING ABOVE THE FLOOR!

# GAFFERS & SATTLER STOPS TRAFFIC AT 600 HOMES



and the Mark 20 Oven and Range Stops Homebuyers in the Kitchen

"Red" Fodrea, General Manager of Carlton Builders, Los Angeles, puts it this way. "We know from the comments of our buyers that Gaffers & Sattler products play a big role in the sale of every Carlton Terrace home. And when the decision to buy is made in the model kitchen, Gaffers & Sattler Mark 20 ovens and ranges really put on a sales story."

No wonder builders featuring Gaffers & Sattler feel this way. They know from experience that the many new Mark 20 ovens and ranges have all the smart styling and modern convenience features home shoppers look for and buy. Examples? Here are just a few: range tops lift and lock for easy cleaning, top burner timer and Harper simmer burners. Ovens are expandable—to a big 20 inches wide. There are

rotisseries, Roast-a-Matic and Broilavator. The Tele-tronic Signal Center makes women look again.

Gaffers & Sattler ovens and ranges are interchangeably sized in both gas and electric models for installation convenience with models for every price home—10 ovens and 8 surface units.

See your G & S Distributor listed in the adjoining column for more information on the complete line of Gaffers & Sattler "Better Value" appliances and the special builder service program for 1961.

## GAFFERS & SATTLER

Visit booths 263-264 at the NAHB Show in Chicago





## ASK THE QUALITY G&S DISTRIBUTOR IN YOUR AREA FOR COMPLETE INFORMATION

### ARIZONA

Arizona Hardware Co.  
Phoenix  
Border Sheet Metal  
Nogales

### ARKANSAS

Arkansas Supply, Inc.  
Little Rock

### COLORADO

Associated Dealers Supply Co.  
Denver

Colorado Springs Supply Co.  
Colorado Springs

### ILLINOIS

Oakton Distributing Co.  
Skokie

### MINNESOTA

King-Rogers Co.  
Minneapolis

### MISSISSIPPI

Henderson Baird Hardware  
Greenville

Nicholas Supply, Inc.  
Jackson

Southern Pipe & Supply Co.  
Meridian

### NEVADA

Saviers Electrical Products  
Reno

### NEW MEXICO

Brown Pipe & Supply Co.  
Santa Fe • Albuquerque

### NEW YORK

Stylecraft, Inc.  
White Plains

### OREGON

Gas Service Co.  
Portland

### OKLAHOMA

Jones-Newby Supply Co.  
Lawton • Oklahoma City • Tulsa

Muskogee Supply Co.  
Muskogee

Union Iron Works  
McAlester

### UTAH

Allreds Inc.  
Salt Lake City

### TEXAS

Cronk Co.  
Tyler

Dickey Distributing Co.  
Houston

General Industrial Supply Co.  
Fort Worth

Lone Star Supply Co.  
Dallas

Morrow Thomas Hardware Co.  
Lubbock • Amarillo

Texfan, Inc.  
Houston

### WASHINGTON

John Condon Co.  
Seattle

### WYOMING

A. Y. MacDonald Mfg. Co.  
Cheyenne

Distributorships in selected areas  
are available (see coupon).

**Gaffers & Sattler**  
*The Answer to Buy!*

Gaffers & Sattler, Builder Service Dept.  
8111 W. Beverly Blvd.  
Los Angeles 48, Calif.

Gentlemen:  
I'd like to hear more about G&S "Better Value" appliances  
and the builder service program. (Check proper space.)

- ☐ Please send complete information.  
☐ Please have a representative call.  
☐ Distributorship information.

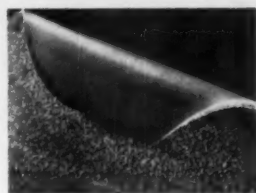
Name \_\_\_\_\_

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City \_\_\_\_\_

State \_\_\_\_\_

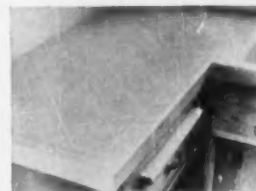
## PRODUCT PREVIEW



### Add luxury to house

Carpeted houses are easy to sell, builders say. New carpet fabrics in decorator colors now come in 12' and 15' widths, with or without foam rubber backing. Provides luxury with low-cost installation.—*Luxor Carpet, Booth No. 734.*

Circle No. 1152 on reply card, p. 119



### Water won't run off

One-piece ceramic molding for counters and drainboards keeps liquids from running off counter. Shaped like a V, it's installed in conventional cement mortar or mastic adhesives. In conventional colors.—*Stylon Corp., Booth No. 519.*

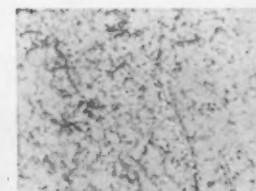
Circle No. 1153 on reply card, p. 119



### Design fused in

"Showcase inlaid vinyl sheeting features a sparkling metallic 'fleurpoint' decoration. Geometric figures are fused deep in a crushed marble design. Comes in white gold; beige with copper.—*Congoleum-Nairn, Booth Nos. 359-360.*

Circle No. 1154 on reply card, p. 119



### Laminate is patterned

Blending of a silver or gold overlay with a soft basic color is the feature of new Textolite pattern. Called "Twilight," the plastic laminate comes in six basic colors, in standard sheet widths.—*General Electric Co., Booth Nos. 130-152.*

Circle No. 1156 on reply card, p. 119

### New laminate designs

Lifetime laminates for all vertical and horizontal surfaces are featured in the new, softer looking designs. Decorative patterns and woodgrains for every type interior.—*Pioneer Plastics, Booth No. 222.*

Circle No. 1157 on reply card, p. 119

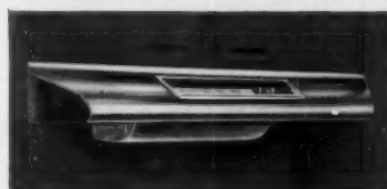
Give your houses  
new sales appeal  
with the

# ELECTRONIC MAGIC

of amazing new

## AIRSWEEP

ELECTRONIC RANGE HOOD



THE MOST FABULOUS appliance ever developed for kitchens, Airsweep is a potent new sales clincher!

**IRRESISTIBLE SALES APPEAL!** Airsweep gives home owners two astounding advantages (1) **Traps smoke, cooking odors, pollen, and kills bacteria electronically.** No filters to replace, no ozone bulbs. (2) **Makes kitchen air healthier, zestful!** Airsweep adds miracle negative ions to the air it purifies—which scientists find combats hay fever, asthma, colds, headaches, blood pressure, drowsiness, and fatigue. Also adds zest! A boon to housewives!

**A MONEY-SAVER, TOO.** Saves cost of outside vents, ducts, special wiring. Saves cabinet space.

**GIVES FLEXIBILITY** to kitchen planning—locate range anywhere.

**EASY INSTALLATION.** Mounts in minutes on wall or under cabinet with just four screws, connects to standard household current.

**AIRSWEEP** is the newest of a complete line of 42 range hoods, 15 exhaust fans, by Progress. Distributors in every area.

## AIRSWEEP

ELECTRONIC RANGE HOOD

PRODUCT OF **PROGRESS MANUFACTURING CO., INC., PHILADELPHIA 34, PENNA.** WORLD'S LARGEST MANUFACTURER OF RESIDENTIAL LIGHTING AND RELATED ELECTRICAL PRODUCTS.

GET DATA ON AIRSWEEP, the big news in range hoods, and the complete Progress line.

**PROGRESS MFG. CO., INC., Phila. 34, Pa.**

Send information on the complete line of Progress Range Hoods and Exhaust Fans plus name of nearby distributor to:

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

A2



From  
the wonderful  
new world  
of block

# Fireplace Fashions



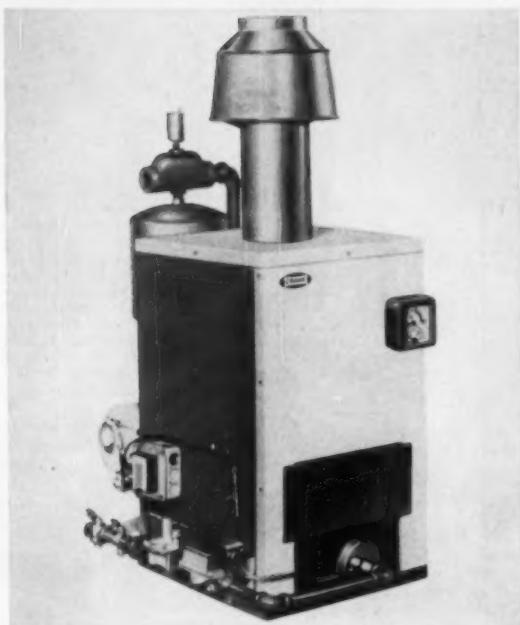
Concrete Masonry lets you create a fireside to match your mood and taste. The bright new faces of block available today can make your fireplace and adjacent walls a spectacular focal point in your home. With block you get the added plus of a building material at home inside, outside all around the house. Send 50¢ for your copy of "Smart Homes in Shadowal" containing plans of eight concrete masonry homes.

National Concrete Masonry Association  
1015 Wisconsin Avenue, N.W.  
Washington 7, D.C.



# 5 HEATING VENTILATING AIR CONDITIONING

## 1961 Product Preview



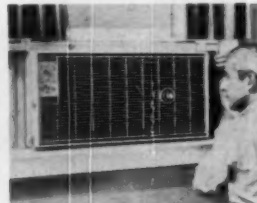
### Gas-fired boiler is compact, does work of larger size

Gas-fired boiler has automatic controls, is compact. Yet it has capacity of larger sizes. It's designed for residential hot water heating with non-ferrous baseboard. Cast-iron boiler uses small amount of water. Provides quick heat response, making it unnecessary to maintain temperature.—*Crane, Booth Nos. 256-259, 285-288.*  
Circle No. 1158 on reply card, p. 119



### Units are waterless

Remote condensing units use no water, come in three-, four-, five-ton sizes. Extra capacity blower insures quiet operation. Weather-proofed for outdoors. All units are shipped pre-assembled.—*Mueller Climatrol, Booth Nos. 609, 610.*  
Circle No. 1159 on reply card, p. 119



### Mount is flexible

Air conditioner has accordion-type mount, can set in windows up to 40" wide. "Ruler" series has a one-hp unit that measures less than a foot deep. Thermostat maintains room temperature. Filter removable.—*Admiral Corp., Booth No. 188.*  
Circle No. 1160 on reply card, p. 119



### Give efficient heat

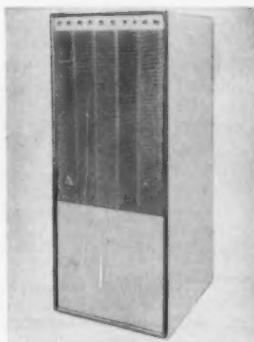
Convection baseboard electric heating sections are available in both low and high density units. "Honeycomb" heat exchanger provides efficient heat transfer at lower surface temperatures.—*Hunter Div., Robbins & Myers, Booth Nos. 708, 709.*  
Circle No. 1161 on reply card, p. 119



### Sets up outside

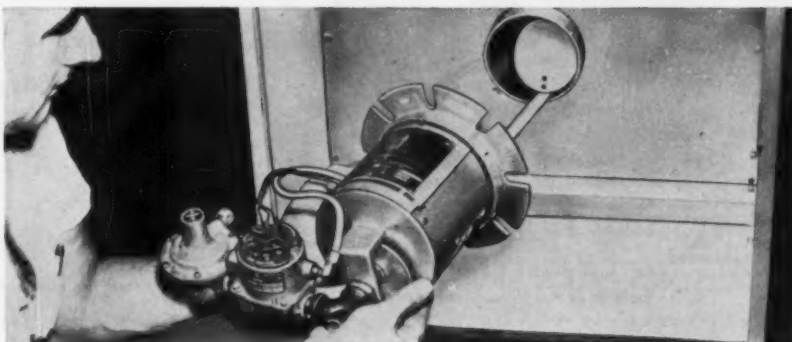
Self-contained air conditioner is designed to set up outside, in basements or crawl spaces. Installs with forced air furnace or its own duct system. Capacities from 23,000 btu to 35,000 btu.—*C. A. Olsen Mfg. Co., Booth Nos. 38-39, 59-60.*  
Circle No. 1162 on reply card, p. 119

## Compact units do a lot of work



### Oil-fired furnace is built-in or flush-mounted

New oil-fired furnace installs as a built-in, or flush-mounted. Styling of unit offers greater variety in placement. Fuel consumption is reduced by use of heat exchangers. Blower unit is rubber mounted, assures quiet operation. Burner (above), fire box and wiring harness are factory-assembled. Furnaces measure 56" high, 29" deep.—*Perfection Div., Hupp Corp., Booth No. 1177.*  
Circle No. 1163 on reply card, p. 119



tion is reduced by use of heat exchangers. Blower unit is rubber mounted, assures quiet operation. Burner (above), fire box and wiring harness are factory-assembled. Furnaces measure 56" high, 29" deep.—*Perfection Div., Hupp Corp., Booth No. 1177.*

**SPACE 711** SEE COLONIAL at the Builder's Show,  
McCormick Place, Chicago • Jan. 29-Feb. 2  
Dealerships still open in some areas

LOOK  
before

you  
Leap

into  
the

• YES—Look at COLONIAL  
the quality pool of Ceramic Tile  
embedded in Fiberglass...  
... priced to compete with  
ordinary pools—NOTHING  
else like it in America.  
greatest warranty in the industry.

POOL  
Business

**COLONIAL  
POOLS CORP.**

a division of Colonial Homes, Hobbs, New Mexico  
Chicago Office—5816 N. Lincoln—Lo 1-7576

ADD QUALITY SALES APPEAL  
FOR DISCRIMINATING HOME BUYERS

With The *Thermo-Rite*

**FIREPLACE ENCLOSURE**



**SOLID BRASS FRAME**

**BEAUTY** • Solid brass frame blends with modern or traditional decor.  
**SAFETY** • Protects children and pets from flying sparks.  
**CONVENIENCE** • Piano-hinged doors open easily. Sliding draft doors control fire.

**TEMPERED GLASS DOORS**

**COMFORT** • Eliminates drafts...radiates even heat.  
**ECONOMY** • Burn wood, coal or gas and save on fuel bills. No loss of room heat.  
**CLEANLINESS** • Seals in smoke, ashes and soot to prevent rug and furniture damage.

*Treasured In Fine Homes Everywhere!*

FITS ANY SIZE OR TYPE FIREPLACE...AVAILABLE IN 32 SIZES.

For complete details Write Dept.

AB-11

**Thermo-Rite**  
MANUFACTURING CO. AKRON 9, OHIO  
Canadian Plant: St. Catharines, Ontario

**PRODUCT PREVIEW**

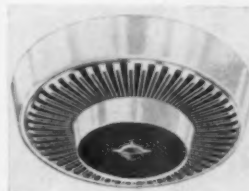


**Condensing unit has new compressor**

Condensing units with new compact compressor are less expensive to purchase and operate. Compressor is welded steel hermetic. Patented electrical control circuit eliminates its rapid cycling and manual resetting. Sound level of the

condenser has been reduced by improved acoustic insulation and use of a larger low speed fan. Available in models of 2, 2½ and 3 tons capacity. All three 44½" x 22½" x 22¼". —Carrier Air Conditioning Co., Booth Nos. 363-365.

Circle No. 1164 on reply card, p. 119



**Heats instantly**

Instant forced-air heating for the bathroom is promised by "Rangaire" flush mounted electric ceiling heater. Contemporary design harmonizes with modern decor. In aluminum or gold-anodized finish. —Roberts Mfg. Co., Booth No. 158.

Circle No. 1165 on reply card, p. 119



**Swallows up impurities**

Same principle of air purification used in atomic submarines is applied in nursery, kitchen, den. "Rivalaire" has high-filtration, twin-pack air filters. Weighs 11 lbs.; needs no installation. Plugs in 110-120V outlet. —Rival Mfg. Co.

Circle No. 1167 on reply card, p. 119



**Wired for ductwork**

Vertical upflow furnace is factory assembled and wired for warm-air ductwork. Capacities: 34,100, 51,200 and 68,300 BTU/hr. Can be downrated for other capacities. Comes with one-phase, three-phase service. —Rheem Mfg. Co., Booth Nos. 227-228.

Circle No. 1166 on reply card, p. 119



**Controls temperatures**

Oil furnace and boiler for the home has 100% clean, instant combustion. Requires no chimney; standby loss is negligible. SelectTemp non-electric thermostat controls temperature in each room. —Iron Fireman Mfg. Co., Booth Nos. 21-23.

Circle No. 1168 on reply card, p. 119

AMERICAN BUILDER





#### New heat pump comes in two separate units

Electro-Flo heat pump, based on the reversible heating-cooling cycle principle, installs only with remote condensing unit. Thus it requires minimum indoor space. Indoor section includes heating-cooling coil and blower-filter unit, for vertical,

counterflow or horizontal installation. Outdoor section consists of compressor, propeller-type fan, and controls, all in tilt-back housing. Indoor section can be used with optional furnace. —Stewart Warner Corp., Booth Nos. 541-542.

Circle No. 1169 on reply card, p. 119

#### Heats like the sun

Infra-Red radiant heater heats only the places you want heated. Aims like flashlight, doesn't lose heat passing through air. Requires less input than convection systems. —Engelhard Hanovia, Booth No. 1140.

Circle No. 1170 on reply card, p. 119

#### Install with forced air

Year-round home comfort in a single unit. Offered in this combination central heating and air conditioning system. For homes with forced air heating systems. —Delco Appliance Div., Booth Nos. 719-720.

Circle No. 1171 on reply card, p. 119



#### Heater fits window

Gas-fired space heater fits in window. Draws oxygen from outdoors and vents combustion products outdoors. . . it's newest idea in safe space heaters. Lowers gas cost 30%. Easily removed when desired. —Bastian-Morley Co., Booth Nos. 46-48.

Circle No. 1172 on reply card, p. 119



#### Melts ice on steps

Electric heater mats clear snow and ice from concrete steps. Positioned beneath top layer of concrete, units consist of Thermwire heating cable interwoven with galvanized mesh. —Edwin L. Wiegand Co., Booth Nos. 942, 943.

Circle No. 1155 on reply card, p. 119

#### Portables heat room quickly

Two portable heaters feature instant ribbon heating elements, safety tip-over switch. Larger 19"-wide model heats any room in house; 15-3/4" model heats small areas quickly, has lithographed panel. —Fasco Industries, Inc., Booth Nos. 356-358.

Circle No. 1173 on reply card, p. 119



#### Cuts heating costs

Heating in advance during "off-peak" hours is the way this electro-hydraulic heating system saves electricity. Stored hot water, controlled by zone valves, is fed through radiation baseboard. —Edwards Engineering Corp., Booth Nos. 182-183.

Circle No. 1174 on reply card, p. 119

#### Makes year-round system

An all-electric air-to-air hermetic heat pump completes forced air systems. Heat pump consists of outdoor unit with refrigerant piping, indoor unit with heating, cooling coil. —The Coleman Co., Booth Nos. 430-431.

Circle No. 1266 on reply card, p. 119

## Now, you can offer Remote Control in your garage doors... at less cost than many home appliances!

No other feature upgrades your homes or dramatizes their desirability to men and women alike—as does the Alliance Genie!

Yet, it costs you less than wall-to-wall carpeting, less than most major appliances.

Easy to install . . . trouble-free . . . quick, on-the-site delivery. Manufactured by the world's largest maker of sub-fractional hp motors, the Alliance Genie is proved in use! Nationally advertised, it's the Nation's Number One garage door operator. Consumers are rushing to buy it for their present homes. They'll be powerfully influenced when they see it in *your* homes!

#### Choice of three sales-making controls.

- New Transistorized radio control model TT-5 offers handy purse or glove compartment-fitting remote control unit.
- Push-button radio control TT-R installs quickly, easily on dash of car, touch of a finger operates it.
- Turn-key electric model TR-3, as with all models, opens door, lights up, closes lights and locks door.

Door operators in models to operate all types of overhead doors



# ALLIANCE Genie® Automatic Garage Door Opener

Get complete information, today! Write The Alliance Manufacturing Co., Dept. 61, Alliance, Ohio

**THE ALLIANCE MANUFACTURING COMPANY**  
Alliance, Ohio

(Division of Consolidated Electronic Industries Corp.)

See us at  
NHBA Show  
Booth 988

**"My savings on electric house heating let me**



**"I THINK ELECTRIC HEAT IS THE COMING THING,"** says George Wilson. "It's the most comfortable heat there is. And I ought to know. I have it in my own home. It costs less to install and it's simpler to schedule. My electrical contractor handles the whole job. And buyers like it when I tell them how cool they'll be in the summer, with so much insulation."

# build in better value that sells my houses faster"

**Builder George Wilson, of Wooddale, Illinois, tells how flameless electric house heating helps him offer the higher quality that moves his \$18,500 homes faster**

As George Wilson explains it, his prospects already know that electric house heating gives them the best possible value in terms of comfort, cleanliness and low maintenance.

In addition, builder Wilson saves many dollars on building with electric house heating. These dollars go into extra values that convert "lookers" into customers.

For example, Wilson's savings pay for an insulation job that far exceeds minimum code standards. This gives Wilson potent sales arguments in terms of lower electric bills and greater year-round comfort for his customers.

Another selling feature Wilson gains is the extra space in utility rooms which a bulky furnace would normally occupy.

As a builder, George Wilson finds that electric house heating is easy for him to schedule and follow up. His electrical contractor handles the heating installation along with his normal wiring job. Wilson feels that the amount of time and trouble this saves him is impossible to calculate in dollars.

George Wilson's experience shows why builders all over the country are swinging to electric house heating. To date, they've installed it in more than 850,000 homes in the U.S. So it's important for every profit-minded builder or developer to find out all he can about flameless electric house heating in his area.

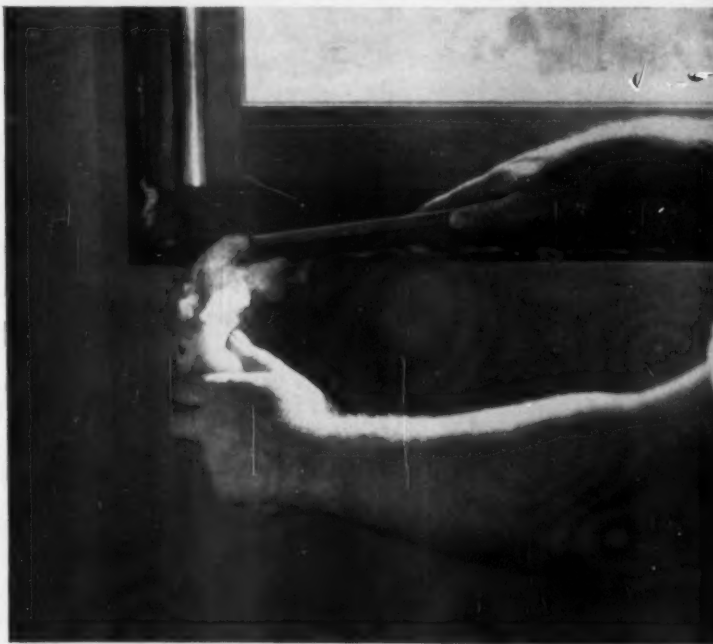
For detailed information, call your local electric utility company soon.

Visit the **LIVE BETTER ELECTRICALLY** Booth, No. 1001, Jan. 29—Feb. 2, at the N.A.H.B. Convention in Chicago.

**SATISFIED HOMEOWNERS**, like the George Spreads, vouch for the extra value electric house heating gives their home. "There's no dirt or dust," says Mrs. Spread. "And the fact that it's flameless means a lot to us."



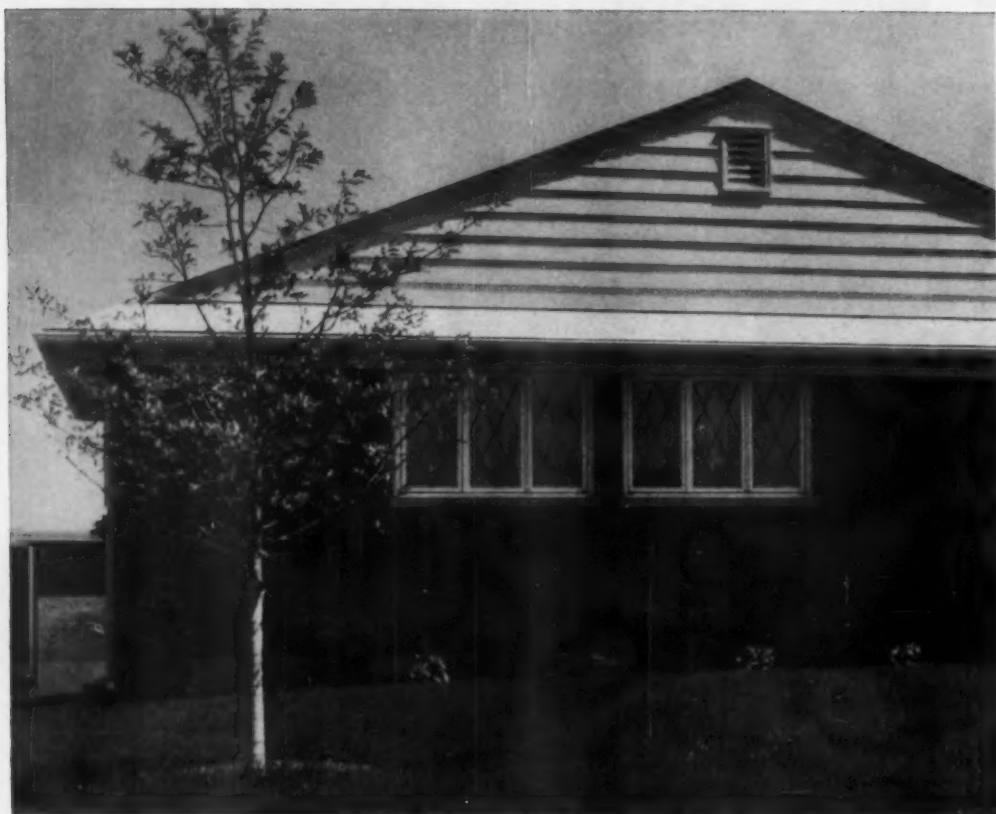
**"INSULATION IS THE SECRET** of economical operation and buyer satisfaction," says Wilson. "I put 3" of insulation between the joists and in the crawl space. And then I put sisal kraft paper on top of that."



**"I COMPLETELY WRAP MY BUILDINGS** beyond the minimum requirements," Wilson says. "But it pays off. I've only one home that didn't come within \$10 of the heating estimate. And that was caused by a faulty thermostat."

*With clean, comfortable Electric House Heating*  
**LIVE BETTER ELECTRICALLY**  
*Sponsored by Edison Electric Institute*





You can get either  
glass-edge or metal-edge  
in TWINDOW

## Houses sell easier when they because buyers save on

Howard C. Reeves heads up a firm in Louisville, Kentucky that builds about 50 homes a year ranging in price from \$15,000 to \$18,000. He is past president (1959) of the Associated Home Builders of Louisville.

Here's what Mr. Reeves has to say about TWINDOW: "Our winter months in Kentucky point up the extra value of TWINDOW both to ourselves and to our buyers. The reduction of sweating and condensation through the use of TWINDOW is very obvious when compared to homes not having TWINDOW. Buyers save on heating and cooling bills—and they can forget about storm windows. We like such added selling features in our homes and our customers appreciate the added quality of TWINDOW Insulating Glass."

... the windowpane with insulation built in





Howard C. Reeves—Louisville, Kentucky, a National Director, National Association of Home Builders.

## feature TWINDOW<sup>®</sup> Insulating Glass heating and cooling bills

Tell your customer he can have all this comfort and convenience for not much more than he'd pay for single glazed windows with storm sash, and he's sold on TWINDOW. It helps close many a sale.

You can get TWINDOW Glass-Edge or Metal-Edge in all popular sizes for a wide variety of window styles. Our free TWINDOW booklet gives you the complete story. Write to Pittsburgh Plate Glass Company, Room 0198, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

# TWINDOW<sup>®</sup>



**Pittsburgh Plate Glass Company**

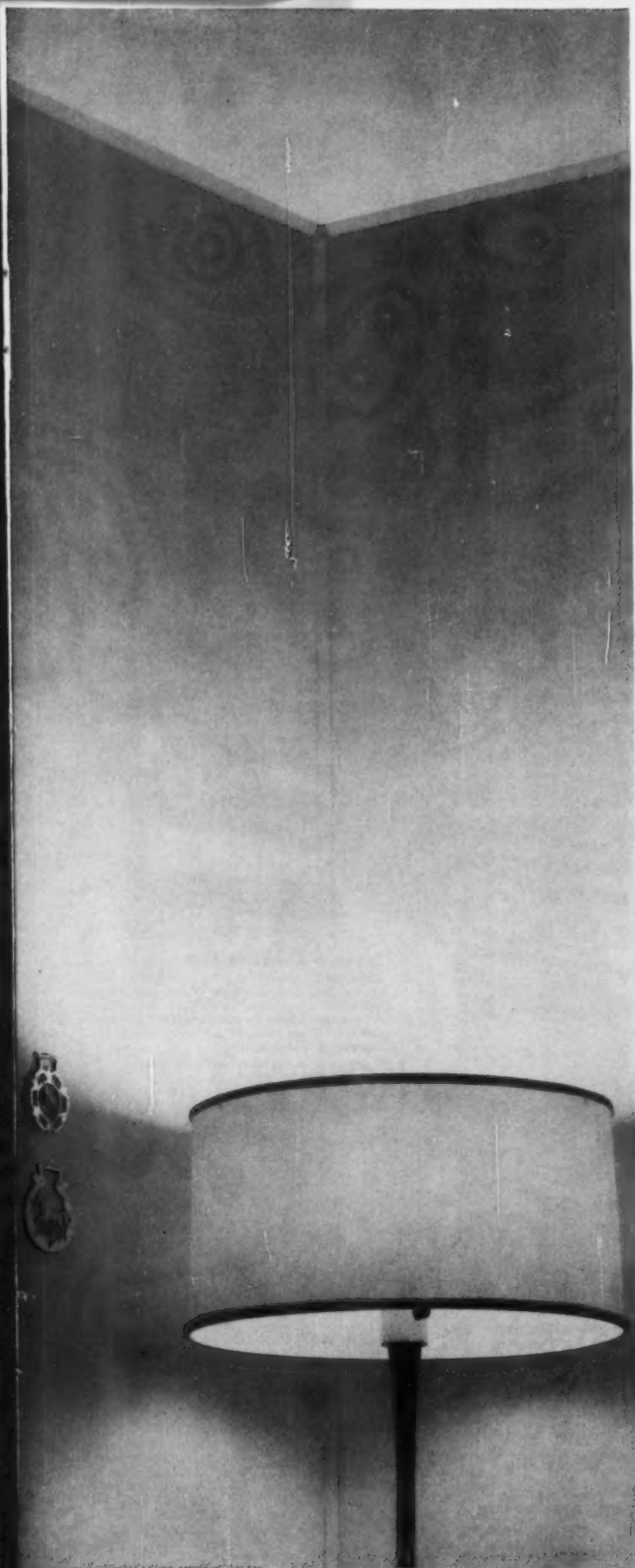
*Paints • Glass • Chemicals • Fiber Glass In Canada: Canadian Pittsburgh Industries Limited*



First step in the "Steeffast" system is placing the steel member in corner and ceiling joints.



The center ceiling panel is bowed slightly and slipped into the ends of the "Steeffast" member.



Ceiling and corner lines are clean and true in the finished "Steelfast" dry wall installation.

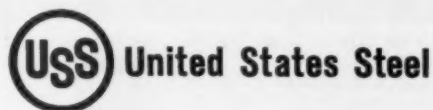
## New "Steelfast" dry wall system helps cut costs and construction time

Research and development in home building have done it again—found still *another* way to help you beat down rising construction costs! Working closely with the National Association of Home Builders Research Institute, as well as individual home builders, U. S. Steel research men have helped in developing an advanced dry wall installation system called "Steelfast." Field tests have proved that "Steelfast" is capable of cutting more than *two days* from a builder's construction schedule. It eliminates the backing lumber and other materials used in conventional installation . . . *plus* six steps in the finishing process, including the application of corner tape and "mud." Never again will you lose time waiting for succeeding coats of "mud" to dry!

The "Steelfast" system uses cold-formed strip steel members at all corner and ceiling joints. They are formed to receive dry wall sheets along their edges and to hold them secure. "Steelfast" insures perfect corners *automatically*, regardless of framing conditions, because it keeps corner lines plumb and ceiling lines level.

The speedy "Steelfast" system will help you sell better homes at a lower cost to you *and* your customers. This is what U. S. Steel's research men are constantly striving for; and we promise you *more* significant developments in the months ahead. Write to us *today* for details on the new, cost-cutting "Steelfast" dry wall system. United States Steel Corporation, Room 6191, 525 William Penn Place, Pittsburgh 30, Pa.

USS is a registered trademark



For better housing at a lower cost.



# Arvin Electric Invisa-Panels sell far easier. Here's why:

(Shown as Featured Recently in a Better Homes & Gardens Idea Home)



## Greatest Freedom in Room Planning!

No matter what the floor plan or decor, there's always room for ARVIN CEILING HEAT PANELS because they do not use a single inch of wall or floor space! Arvin Electric Heat Panels go up anywhere, can always be placed where greatest heat loss occurs. Need no upkeep, completely silent. They blend-in beautifully, painted to match any ceiling. U. L. listed.

## Slimmest Design—1¾" thin, 4½" low!

ARVIN ELECTRIC INVISA-BASEBOARD HEAT puts the most sellable dimensions of all baseboard units to work for you. The neatest, slimmest, thinnest units available: only 1¾" thin and 4½" low! The eye-appealing styling with baked-on beige enamel finish blends with any room decor. High or low wattage, various lengths. Matching accessories.



## ARVIN BUILT-IN WALL HEATERS

A complete line—seven fan-forced radiant models, from 3413 to 13,652 BTU capacities. Instant-heating elements. Each model features new-design rough-in box, quick-fastening clamps for new or old construction.

See Arvin Electric Heat at These Shows:

NAHB: Booths 850-851—Chicago McCormick Pl.  
Int'l H&AC: Booths N230 & N232—Chicago Amphitheater



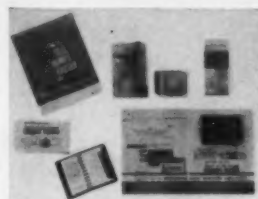
Write or call Arvin for facts and folders. No obligation.



Electric Heat Division  
ARVIN INDUSTRIES, INC. • COLUMBUS, INDIANA

A LEADING NAME IN ELECTRIC HEAT PRODUCTS FOR 28 YEARS

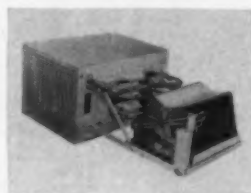
## PRODUCT PREVIEW



## Heating kit aids sales

Hydronic heating sales promotion kit is compiled to help you sell homes. Designed to make salesmen "heating experts," it includes 60-page booklet, stickers, signs. Home training session—Better-Heating-Cooling Council, Booth Nos. 825-859.

Circle No. 1174 on reply card, p. 119



## Central a/c at low cost

Whole-house air conditioning for moderate priced homes has a remote conditioner. "Flex-Hermetic" unit of 22,000 btu is installed through the wall, requires no foundation. Has 18" tubing for evaporator coil.—Fedders Corp., Booth Nos. 155-156.

Circle No. 1175 on reply card, p. 119



## Sealed-in baseboard heat

Baseboard heating system combines electricity and hot water in a self-contained, sealed-in circulating unit. No plumbing system, no filling or maintenance. No fuel storage. Zone control.—International Oil Burner, Booth No. 243.

Circle No. 1176 on reply card, p. 119



## Heats average home

Compact electric furnace supplies central warm-air heating for average house. Has output of 39,000 Btu/h. Controls air circulation, filtering, humidity. Unit is horizontal.—Lennox Industries, Booth Nos. 111-116.

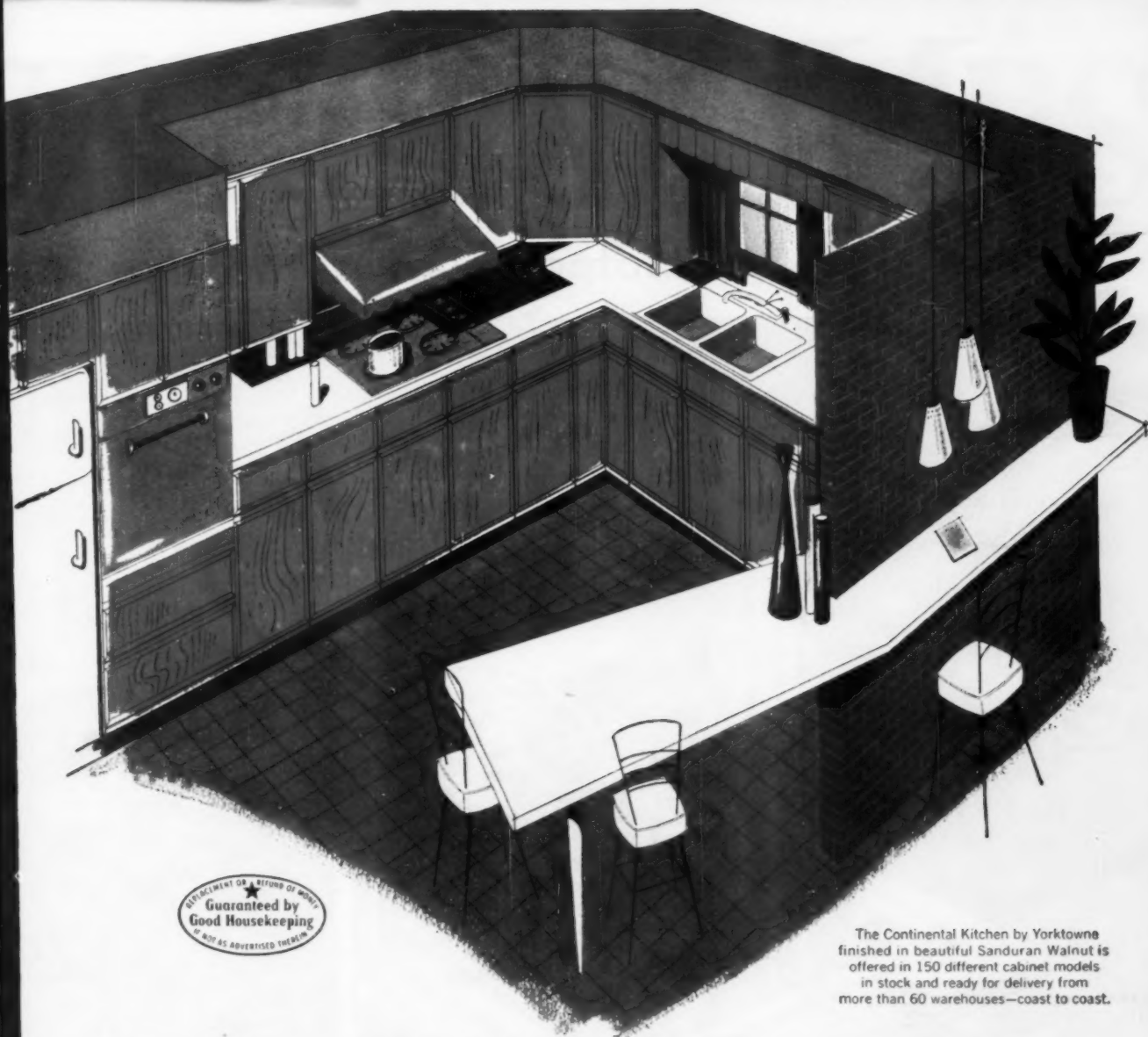
Circle No. 1177 on reply card, p. 119

## Cleans air

"Electro-air" cleaners are offered in full line of sizes from portable, one room units to large commercial types. Provide electronic drawing of dust, pollen, smoke, contaminants, from room through the unit.—Electro-air Cleaner Co., Booth No. 1176.

Circle No. 1178 on reply card, p. 119



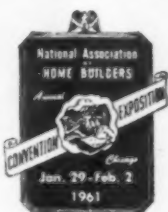


The Continental Kitchen by Yorktowne finished in beautiful Sanduran Walnut is offered in 150 different cabinet models in stock and ready for delivery from more than 60 warehouses—coast to coast.

## this kitchen SELLS houses in today's market

For many years, and especially in today's market, the fine-furniture craftsmanship, beauty of design and finish of Yorktowne Kitchens have proved to be powerful incentives in the selling of thousands of homes. Now, in 1961, Yorktowne gives you *even greater* advantages with its complete lines . . . covering your entire price range and offering a range of finishes. In addition, Yorktowne Kitchens not only are unconditionally guaranteed, but are now backed by the *Good Housekeeping Seal of Approval*. For kitchens with more proved house-selling incentives, be sure to see the full Yorktowne line for '61. Illustrated folders and detailed specifications sheets await your inquiries. Write today.

Visit Our Exhibits—  
Booth 952 and  
Booths 576-577-578



**Y**  
*Continental*  
KITCHENS BY YORKTOWNE

COLONIAL PRODUCTS COMPANY, DALLASTOWN, PENNSYLVANIA • WORLD'S LARGEST PRODUCER OF FINE WOOD KITCHEN CABINETS,

# NEW BOON

Hotpoint Town and Country



30" MODEL RF37-B  
2 OTHER MODELS ALSO AVAILABLE

SLIDES IN  
LIKE A DRAWER!



# Hot

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS

# FOR BUILDERS

Ranges Give You That Luxury Look with ...

LOW  
INITIAL  
COST

LOW  
INSTALLATION  
COST

DELUXE  
SELLING  
FEATURES

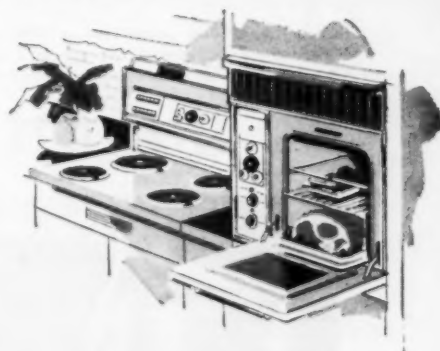
Initial cost is low because no side panels are needed. Installation cost is low because this single compact unit slides in like a drawer ... with just one electrical connection. And Town and Country Ranges give you deluxe selling features like ...

- Twin Control Towers—easy to see and reach, yet away from "little fingers" and spatters.
- "Super 2600" Speed Unit—heats so swiftly you can boil a can of soup in just 65 seconds.
- Automatic Oven Timer—turns oven on and off with pre-set clock control.
- Removable Window Door—detaches for easy, reach-in oven cleaning.
- Seven Beautiful Finishes—complete compatibility with any color scheme.

CONTACT YOUR HOTPOINT DISTRIBUTOR FOR COMPLETE DETAILS TODAY!

...And Hotpoint Offers the Most Complete Line of Built-Ins in America! The right model, the right price for every home from \$10,000 to \$100,000.

No matter what kind of homes you're building, Hotpoint has a quality built-in range and surface unit that will fit your kitchens and your cost requirements. Specify Hotpoint ... no other manufacturer offers you so wide a choice.



# point

*A Division of General Electric Company, Chicago 44, Illinois*



DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

## COMPANIES ON THE MOVE



During the 55-year period between 1905 and 1960, each of the 650 consecutive back-cover ads in American Builder has been for National Manufacturing Co., Sterling, Ill.



Typical of the long line of advertisements placed by Mr. Frank Kennedy, National's recently retired Advertising Manager, is this June, 1960 back cover page.

## Is this the all-advertising

National Manufacturing Company began placing back cover ads in American Builder in 1905. To this day, they have never stopped.

For fifty-five years, month after month—through wars, depressions, recessions, and changing building markets—National's advertising has continued without break. More than 650 consecutive ads in all.

In a letter the other day, Mr. R. D. Arnold, National's president, revealed the reason behind such a steadfast advertising program. He points to "...the assistance given by American Builder





## time record for continuous in one publication?

in developing our firm from a plant consisting of two small buildings and a very few employees—to the present large, modern plant with several hundred workers.

"Our prospects for continued growth were never better," Mr. Arnold goes on to say, "...and we would like to look, as in the past, to the American Builder to help us accomplish these goals."

The building industry has undergone many a change since 1905. But its most effective advertising medium continues to be that chosen so consistently by National.

American Builder delivers these four major advantages to advertisers:

- *Mass* exposure to builders (75,459—the hard core of the market)
- Exposure to *active* builders (who put up 999,071 of America's 1,250,000 homes last year)
- Exposure to *volume* builders (93.8% of all 100-house-and-over builders)
- An *authoritative* medium where your message gets read, weighed and acted upon.

*The Business Magazine for Builders*

**American Builder**

30 CHURCH STREET NEW YORK 7, NEW YORK

# NOW... CUT PLYWOOD FORM COSTS WITH THOMPSON'S WATER SEAL



Note these cost-saving features:

- Prevents absorption of water in concrete forms. Forms last longer.
- Saves labor. Eliminates cost of cleaning, sanding and recoating after each pour.
- Thompson's Water Seal permits eight or more pours per plywood form (min. 4 pours per side).
- Eliminates form damage during stripping. Forms can't stick. Won't soften wood, prevents deflection.
- Easy to apply by brushing, dipping or spraying.

Thompson's Water Seal is deep penetrating, colorless, leaves no residue, won't stain concrete; surface is dust-free, ready for painting.

Available in 5 and 55 gallon drums from suppliers to the construction industry.

See catalog in *Sweets Architectural file* and *Light Construction file*.

## Thompson's

MANUFACTURERS OF FINE PROTECTIVE  
CHEMICALS SINCE 1929

E. A. Thompson Co., Inc., Merchandise Mart,  
San Francisco 3, California

San Francisco, Los Angeles, San Diego, Portland,  
Chicago, Seattle, Denver, Dallas, Houston, St.  
Louis, St. Paul, Detroit, Philadelphia, New York  
City, Memphis, Tampa, Cleveland, Atlanta,  
Honolulu. Factory: King City, Calif. 3647R

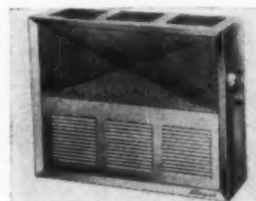
## PRODUCT PREVIEW



### Build into wall

Electro heaters build into wall, come in radiant or fan-forced models. Automatic thermostat keeps room at pre-set temperature. Unit clamps in, eliminates nails and screws. Dimensions: 17 1/4" x 10 1/4" x 3 3/4"; 1" flange.—American-Standard, Booth Nos. 739-744.

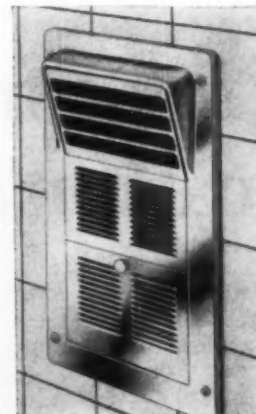
Circle No. 1179 on reply card, p. 119



### Vents burned gases outside

Thru-the-wall vented gas heaters has sealed combustion chamber. Room air stays fresh. Gas inlet, air intake and vent unit are sealed into chamber; all burned gases are expelled outside. Install on any outside wall, at any height. Three models.—Chattanooga Royal Co.

Circle No. 1180 on reply card, p. 119



### Heats room quickly

Wall-insert gas heater for the bathroom supplies 100% convected heat in coldest weather. Installs in new or remodeling with 2x4's on each side of wall studs. Heater front is finished in chrome.—Peerless Mfg. Div., Dover Corp., Booth Nos. 875-876.

Circle No. 1181 on reply card, p. 119

More heating, p. 232

## AVAILABLE FROM BLONDER-TONGUE

# two great names in master tv BLONDER-TONGUE AND BENCO

combine their  
engineering and  
manufacturing  
resources to bring  
you the broadest  
and most versatile  
line of master tv  
system equipment.

The growing importance of master TV systems in apartment houses, motels, schools, hospitals makes it an important part of any architect's and builder's plans. Architects and builders are vitally concerned with performance, maintenance, cost and the ease with which the equipment will work into the overall plan. Now, with the combined resources of Blonder-Tongue and Benco—respectively the leading producers of equipment for master TV systems in the United States and Canada—the architect has at his disposal the broadest, most versatile and the most economical line of equipment. What's more, the engineering ability of both of these companies assures lowest maintenance costs and long-term, trouble-free performance.

Blonder-Tongue and Benco equipment is now available through the Blonder-Tongue distributor organization in the United States, just as Benco and Blonder-Tongue equipment is available through the Benco organization in Canada. Blonder-Tongue offers all the assistance necessary for you to plan an effective, reliable, low cost master TV system in any type of building—technical literature and field engineering specifications assistance. Further, the equipment is available to you locally. Write for a free installation manual and catalog of Blonder-Tongue and Benco equipment. If you are planning construction of any project where master TV is to be included, call upon us for free layout service. Write Dept. HC.

engineered and manufactured by

## BLONDER-TONGUE

9 Alting St., Newark, N. J.

Canadian Div.: Benco Television Assoc., Ltd., Toronto, Ont.  
Export: Morhan Export Corp., New York 13, N. Y.

home TV accessories • UHF converters  
master TV systems • industrial TV systems  
FM-AM radio



**CRANE HAS PLUMBING TO FLATTER THEM ALL, INCREASE THEIR WORTH  
AND ADD TO YOUR PROFIT**

People who think Crane plumbing is costly are behind the times. Fact is, Crane—fine as it is—comes in *every* price range.

Because it does, there isn't a plumbing installation that can't have Crane. When you think of the extra value the Crane name adds, there's all the more reason to specify it.

It's a name that'll bring you business and profits. Crane is luxury—but not costly. Your Crane plumbing contractor will prove it—down to the penny. See him.

**NAHB Exposition** Stop in and see us—Booths 256-259. See the new "Sunnydec" double-bowl sink, a new "Westmont" lavatory; the brand-new "Fermont" lavatory; Crestmont trim; Dial-ese faucets; Star-lite accessories plus countless other plumbing, heating and air conditioning products that offer extra value for home owners and builders.



*Plumbing • Heating • Air Conditioning Group*

*P. O. Box 780, Johnstown, Pa.*

**VALVES • ELECTRONIC CONTROLS • PIPING • PLUMBING • HEATING • AIR CONDITIONING**

# IN CHICAGO...

Al Rubin, leading masonry contractor, gets maximum crack resistance with

## KEYWALL

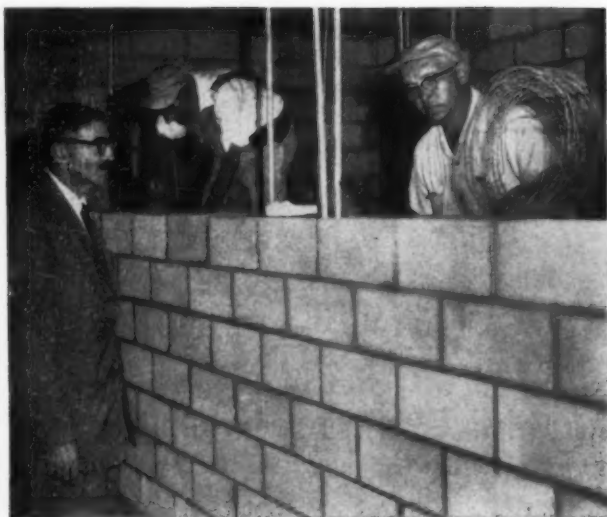
galvanized masonry reinforcement

"You just can't beat Keywall," says Al Rubin, president of Arco Construction Company, Chicago, Illinois. "It's the easiest-to-handle joint reinforcement I know... my men really like to work with it. And I get the results I want. That's why I always urge the use of Keywall wherever joint reinforcement is specified."

By using Keywall masonry reinforcement on his jobs, Rubin gets stronger walls with greater crack resistance. This is one of the reasons he's recognized for quality masonry by leading Chicago architects and builders.

Rubin's men prefer Keywall. They use it right. Installation details, such as reinforcing corners so they are stronger than the wall itself... lapping joints in straight walls to assure continuous reinforcement... getting full embedment of reinforcement, even when lapping, without increasing thickness of masonry joints... are easily done with Keywall. These superior features, vital in the effectiveness of any reinforcement, make walls reinforced with Keywall stronger and more crack resistant at lower cost.

Keywall comes in easy-to-handle 200-foot rolls, galvanized for rust-free storage. Made for the following wall thicknesses: 4", 6", 8", 10" and 12".



Mr. Rubin (standing) notes how easily Keywall is handled on one of his current jobs, the Hyde Park Shopping Center on Chicago's south side. Hyde Park Project Contractor: Webb & Knapp Inc., Chicago. Architects: I. M. Pei & Associates, New York; Harry Weese & Associates, Chicago. General Contractor for Shopping Center: Inland Construction Co., Chicago.





These two Lake Meadows units on Chicago's south side are a prime example of Rubin's fine masonry work. Keywall was used throughout. Architect: Skidmore, Owens & Merrill, Chicago. General Contractor: Turner Construction Co., Chicago.



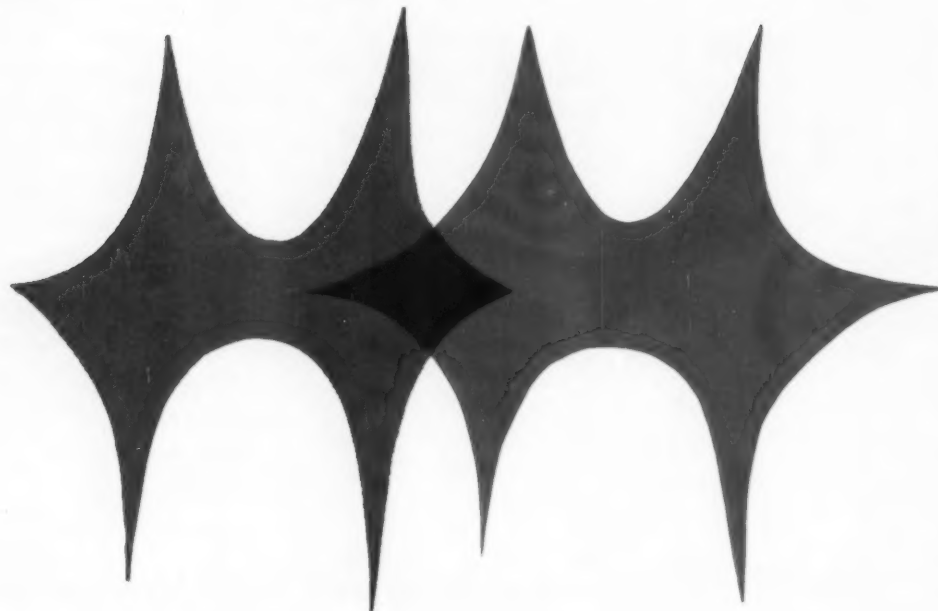
Rubin used Keywall on the International Minerals & Chemicals Company office building in suburban Skokie. Photographs (left) show interior and exterior masonry construction of this attractive building. Architect: Perkins & Will, Chicago. General Contractor: Turner Construction Co., Chicago.

## **KEYSTONE STEEL & WIRE COMPANY**

Peoria 7, Illinois

Keywall • Keycorner • Keymesh® • Keystrip • Welded Wire  
Fabric • Nails

NATIONAL CONCRETE MASONRY ASSOCIATION,  
NATIONAL READY-MIXED CONCRETE ASSOCIATION,  
PORTLAND CEMENT ASSOCIATION,  
ANNOUNCE THE



*Concrete Industries*

# **HORIZON HOMES**

*Program*

- ★ Fresh, sales-oriented merchandising for home builders
- ★ Free concrete
- ★ Merchandising competition offering 7 Regional Awards and 1 fabulous National Award

## READ THESE QUICK FACTS ABOUT THE PROGRAM!

For the progressive, promotion-minded builder, here is the chance to tie in your own current promotion with a major nationwide program developed expressly to help you sell more homes.

Program is keyed directly to the National Association of Home Builders' own major national promotional effort: The 1961 National Home Week activities and "Parade of Homes" showings in communities across the country.

Every element is carefully planned to give maximum support at the **LOCAL LEVEL to LOCAL PARTICIPATION by LOCAL BUILDERS.**

The program will bring more attention, more traffic, more customers to your homes.

## HOW YOU'LL BENEFIT BY PARTICIPATING...

1. Receive free concrete masonry and ready-mixed concrete required for the construction of your model Horizon Home.
2. Be provided with a complete kit of effective sales and promotional materials for use in publicizing and merchandising the program locally—from the planning stages straight through to the model home showing during National Home Week, 1961.
3. Be able to select and work closely with the most creative architectural talent in your area, in the designing of exciting, imaginative concrete homes.
4. Qualify for entry in the **HORIZON HOMES NATIONAL COMPETITION. A chance to win a fabulous national award!**

## SIMPLE, BASIC REQUIREMENTS

- Builder must be a member of his local NAHB affiliate.
- Builder must be an accepted entrant in his local NAHB National Home Week activities.
- Builder must agree to meet specific concrete usage requirements in the design and construction of his model home.
- Sale price of the model home (excluding land and furnishings) is not to exceed a total of \$20,000.
- Builder must agree to abide by rules of Horizon Homes Program.

## TIMETABLE

**JANUARY, 1961 . . .** Registration in Concrete Industries Horizon Homes Program.

**SEPTEMBER, 1961 . . .** Homes to be completed, furnished and ready for showing during National Home Week.

**NOVEMBER, 1961 . . .** Builder Merchandising Award winners to be selected.

**DECEMBER, 1961 . . .** Announcement of winners during NAHB national convention.

## FOR COMPLETE DETAILS GET IN TOUCH WITH THE PCA OFFICE IN YOUR AREA NOW!

**ALBUQUERQUE, N. M.**  
120 Madeira Drive, NE

**ATLANTA 3, GA.**  
507 Mortgage Guarantee Bldg.

**AUSTIN 1, TEXAS**  
110 East Eighth St.

**BALTIMORE 2, MD.**  
512 Keyser Bldg.

**BIRMINGHAM 3, ALA.**  
1214 South 20th St.

**BOSTON 16, MASS.**  
20 Providence St.

**CHICAGO 2, ILL.**  
111 West Washington St.

**COLUMBUS 15, OHIO**  
50 West Broad St.

**DENVER 2, COLO.**  
721 Boston Bldg.

**DES MOINES 9, IOWA**  
408 Hubbell Bldg.

**HELENA, MONT.**  
Mezzanine—Placer Hotel

**HONOLULU 13, HAWAII**  
688 Alexander Young Bldg.

**INDIANAPOLIS 4, IND.**  
612 Merchants Bank Bldg.

**KANSAS CITY 6, MO.**  
811 Home Savings Bldg.

**LANSING 8, MICH.**  
2108 Michigan National Tower

**LOS ANGELES 17, CALIF.**  
816 West Fifth St.

**LOUISVILLE 2, KY.**  
805 Commonwealth Bldg.

**MEMPHIS 3, TENN.**  
815 Falls Bldg.

**MILWAUKEE 2, WIS.**  
735 North Water St.

**MINNEAPOLIS 2, MINN.**  
1490 Northwestern Bank Bldg.

**NEW ORLEANS 12, LA.**  
611 Gravier St.

**NEW YORK 17, N.Y.**  
250 Park Ave.

**OKLAHOMA CITY 2, OKLA.**  
1308 First National Bldg.

**OMAHA 2, NEB.**  
720 City National Bank Bldg.

**ORLANDO, FLA.**  
1612 East Colonial Drive

**PHILADELPHIA 2, PA.**  
1528 Walnut St.

**PHOENIX, ARIZONA**  
2727 North Central Avenue

**PORTLAND 3, MAINE**  
142 High St.

**RICHMOND 19, VA.**  
1401 State Planters Bank Bldg.

**ST. LOUIS 1, MO.**  
913 Syndicate Trust Bldg.

**SALT LAKE CITY 11, UTAH**  
425 Newhouse Bldg.

**SEATTLE 1, WASH.**  
903 Seaboard Bldg.

**TRENTON 8, N.J.**  
234 West State St.

**WASHINGTON 4, D.C.**  
837 National Press Bldg.

**Canada**  
(British Columbia only)

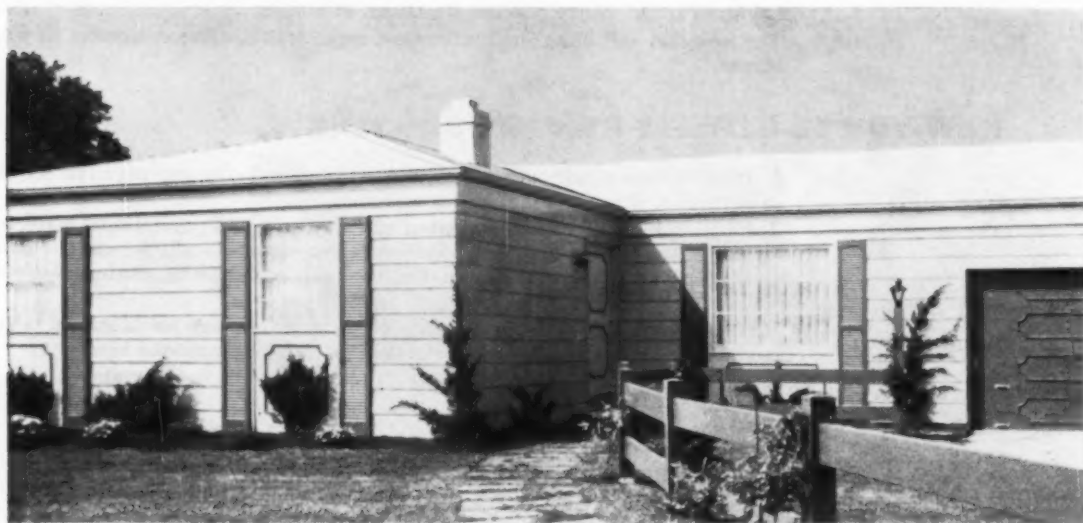
**VANCOUVER, B.C.**  
1687 West Broadway

**PORTLAND CEMENT ASSOCIATION** A national organization to improve and extend the uses of concrete

## 6

# PREFABS AND BUILDING SPECIALTIES

# 1961 Product Preview



## Steel-framed prefab has twelve different plans

Twelve different plans and three stylings featured in new steel-framed prefab. Home uses 24' and 28' free-span truss systems, Circle No. J182 on reply card, p. 119

eliminates need for load-bearing partitions. Exterior walls employ a four-foot modular panel. All plans contain 1,260 sq. ft. of living space including three bedrooms, two baths. For basement, crawl space, slab.—*U. S. Steel Home, Booth Nos. 269-270.*

## More prefab plans and building



## Low-cost home is offered in five styles

Designed to sell in the \$10,000 range (including land), "Mata-dor" prefab is available in colonial, ranch, French provincial, Circle No. J183 on reply card, p. 119

contemporary and swiss chalet styles. Home has standard 2x4 framing, double wall construction with impregnated sheathing and corner bracing. Plan offers 1,000 sq. ft. of living space with three bedrooms, one bath.—*Inland Homes Corp., Booth No. 1000.*





#### Laminated wood arch dramatizes commercial building

Entrance to this medical-dental clinic in Pasco, Wash., is a 61' 2" laminated wood arch. Sections measure 7"x19½", are laminated with waterproof phenol resorcinol glue. Span was not designed for structural purposes, but to serve as a dramatic entrance for commercial building. Lamination process permits many designs.—*Rilco Laminated Products Div., Booth Nos. 303-307.*

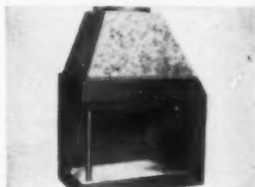
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## "extras" offered for '61 market

#### Clock is compact

Built-in wall clock measures 6" in diameter. Movement is compact, can fit into small outlet box. Cuts down on extensive remodeling. Comes in black, brass with silver dial.—*R & H Guarantee Products, Booth No. 993.*

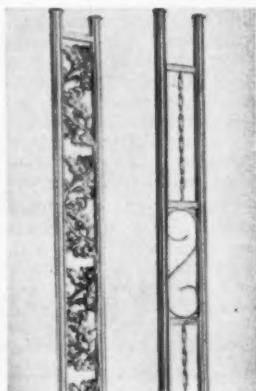
Circle No. 1185 on reply card, p. 119



#### Goes into corner

Open-end "Harthside" fireplace fits into corner, requires no mortar or masonry for installation. For floor-level or raised hearth, has left or right corner opening. Firebox is ceramic, dome is steel-alloy.—*Majestic Co., Booth Nos. 267-268, 849.*

Circle No. 1186 on reply card, p. 119



#### Columns add style

Ornamental iron columns add style to home design. Called 25 flat-26 corner, 35 flat-36 corner, units are processed for strength and long life. Columns adjust 6' to 8', 4' to 8', respectively, load for flat is 2,000 lbs.—*Fersa Products Co., Booth No. 901.*

Circle No. 1187 on reply card, p. 119

#### House from Canada

Two-story house shows latest techniques used in Canadian homebuilding. Featured are many new construction methods. House was designed by Canadian Exhibition Commission.—*Canadian Dept. of Trade & Commerce, Booth No. 473.*

Circle No. 1188 on reply card, p. 119



#### Framed in walnut

Clock has oil-finished walnut hoop framing face of clear plexiglas. Numerals are oversized and screen-printed in three colors. Movement is electric, body is 13" in diameter. Clock retails at \$40.—*Howard Miller Clock Co., Booth No. 971.*

Circle No. 1189 on reply card, p. 119



#### Aids home buyer

"Idea Center" helps buyer and building materials dealer combine ideas on new homes or home improvement. Contains plans, information, renderings. Better Homes & Gardens.—*National Plan Service, Inc., Booth Nos. 510-511.*

Circle No. 1190 on reply card, p. 119

## PRODUCT PREVIEW



### Your plans are sketched in color

From your plans or sketches, QA Architectural Arts will prepare full-color renderings of your houses or any other building project your firm is working on. Specially trained artists turn out the "Direkton" color prints, made only by QA. Included is

the proper geographical setting for the building. Color print duplications in a smaller size can also be provided. Perfect for use in home sales kits, in office displays or for advertising purposes.—QA Architectural Arts, Booth No. 458.

Circle No. J191 on reply card, p. 119



### \$14,000 to \$30,000

Celebrity Series features three basic prefab models from 1,000 sq. ft. to 1,982 sq. ft. (shown here). These three-bedroom, two-bath plans are designed for brick, native stone or cedar.—Thuro Bilt Products, Inc., Booth No. 947.

Circle No. J192 on reply card, p. 119



### Cleans up quietly

Central vacuum system has its blow action exhaust and motor outside. Doesn't recirculate air and dust. Quiet operation does not interfere with telephone, hi-fi. System has fewer parts.—Central Vacuum Corp., Booth No. 1194.

Circle No. J193 on reply card, p. 119

### New style prefabs

Two new manufactured homes are introduced for 1961. The Imperial is a 900-sq. ft. ranch type. The Bismark is a 1,500-sq. ft. English basement house. Delivered on crane truck with operator.—Mid-America Homes, Inc., Booth No. 932.

Circle No. J194 on reply card, p. 119



### Tile pool prefabricated

Ceramic tile pool is prefabricated for lower cost installation. Makes possible an all-ceramic pool for under \$3,500. Tile is embedded in fiber glass. Requires minimum time to install.—Colonial Pool Corp., Booth No. 711.

Circle No. J195 on reply card, p. 119

### Square speeds up figuring

Here's a newly developed framing square designed by an experienced carpenter. Of high quality steel, it's ground accurate, slotted with numbered pitches, has scale reading from "on center" line.—L. F. Garlinghouse Co., Booth No. 957.

Circle No. J198 on reply card, p. 119

### Sell with brochures

Merchandising program called "Brochure Power" features personalized full-color brochures created by "Look" for tie-in builder. Designed to stress quality when buyer cannot see model.—Look Magazine, Booth No. 167.

Circle No. J196 on reply card, p. 119



### Serviceable as metal

"Delrin" acetal resin, a new plastic material, is a highly crystalline, stable form of polymerized formaldehyde. Has metal-like mechanical properties, such as strength and rigidity.—Du Pont Engineering Materials, Booth Nos. 251-252.

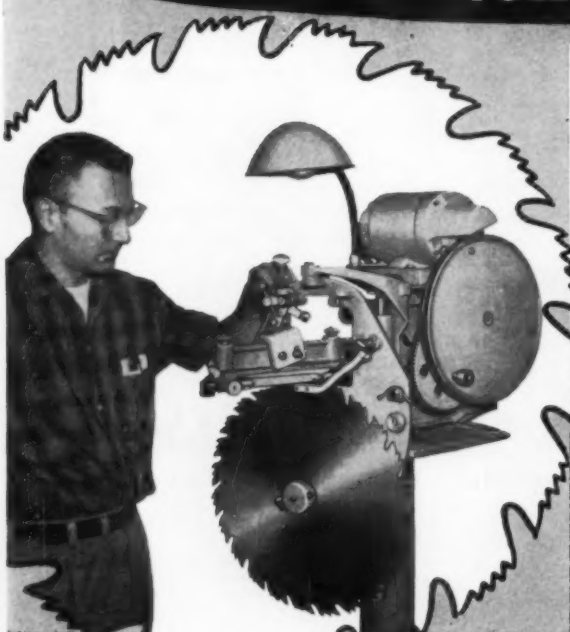
Circle No. J197 on reply card, p. 119

### Does heavier work

Senior beam clamp is designed for heavy-duty installations of conduit to beamwork. Has one-piece channel construction for added strength, and cup-tip screw that is hexagon headed and slotted. Three taps for greater versatility.—Paine Co.

Circle No. J199 on reply card, p. 119

## COMBINATION SAWS can now be filed automatically with the New Model 200 FOLEY Automatic SAW FILER



This is the FIRST and ONLY machine which will file the so-called "combination" (rip and crosscut) circular saws; also crosscut circular saws, band saws, all types of hand saws.

The new model 200 Foley Saw Filer files the first tooth in each segment of a combination saw, clear around the saw; then the second tooth in each segment, and so on, until the saw is finished. The exclusive Foley principle of jointing the saw as it is filed, keeps all teeth uniform in size, shape and spacing; keeps circular saws perfectly round, usually doubles saw life.

**CONTRACTORS—CARPENTERS—CUSTOM FILERS**—Here is the ideal machine for contractors to keep all their power and hand saws in top-notch cutting condition and greatly prolong their life. For the carpenter who wants to make from \$3 to \$6 an hour in spare time—and for the full-time custom saw filer—the new model 200 Foley Saw Filer turns out perfectly sharpened saws that build repeat business and quickly pay for the Filer. Time payments if desired. Send coupon today—no salesman will call.

**FOLEY MFG. CO.** 124-1 Foley Bldg.  
MINNEAPOLIS 18, MINN.  
● Please send full information and Time Payment Plan on New Model 200 Foley Automatic Saw Filer.

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## R & M - HUNTER 2/SPEED ATTIC FANS

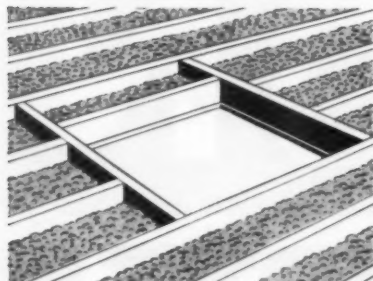
# Cool your homes at low cost

Today's home buyers are demanding cool comfort . . . and an R&M-Hunter Package Attic Fan is the economical, efficient way to provide it. This modern ventilating fan installs in a breeze; then is ready to pull cool, refreshing breezes through the entire house day and night. Two speeds give ideal comfort in hot or warm weather. Operating costs are low, and trouble-free performance is backed by R&M-Hunter's 80 years in manufacturing electrical equipment.

### FEATURES

- Two-speed motors on 24", 30" and 36" sizes. Single speed optional.
- Certified air deliveries from 5200 to 16000 cfm.
- Sound-tested ball bearings on fan and motor.
- Heavy-duty motor, rubber mounted.
- Built-in thermal overload protection.
- Fan guaranteed 5 years; motor and shutter, 1 year.

### R & M - HUNTER ATTIC FAN IS EASILY INSTALLED



**Step 1** Frame ceiling joists for opening. This involves no extra expense on new home construction.



**Step 2** Place R&M-Hunter Fan on attic floor or joists over ceiling opening. Easily wired at fan junction box.



**Step 3** Screw-fasten automatic ceiling shutter. Metal trim covers edges of opening. No finishing necessary.

*Mail coupon today for data*

# R & M - HUNTER

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R&M-Hunter makes a complete line of Cooling Fans, Ventilating Fans, and Electric Heating equipment.


Hunter Division—Robbins & Myers, Inc.  
2862 Frisco, Memphis 14, Tennessee

Please send data on the R&M-Hunter Package Attic Fan to:

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**now you  
can order  
a complete  
ready-to-apply  
UPSON**

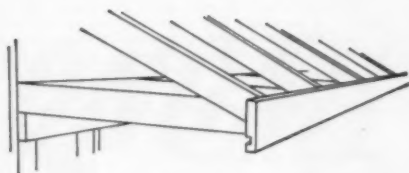
**SOFFIT SYSTEM**

**PRE-CUT • PRIMED • VENTED  
SCREENED AND EASY TO FIT**

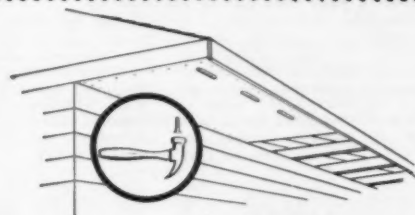
*Write for more Information...*



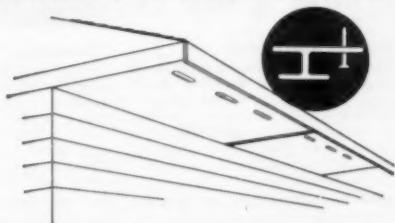
Here's how you save hours of on-site labor costs that can result in **savings** over **27%**



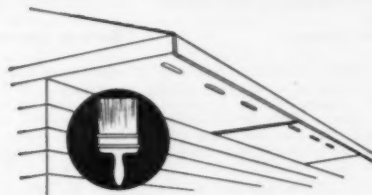
**FRAMING:** A simple method for providing needed soffit edge support is to rabbet the fascia board and nail a 1 x 4 against wall.



**NAILING:** Just nail soffit in place along edges and supports, as it is delivered to you cut-to-size, vented, screened and ready to install.



**JOINING:** Merely slip revolutionary self-supporting Upson aluminum 'H' molding over end of first panel. Now fit next panel into molding and repeat.



**PAINTING:** Apply finish house paint as soffits are factory primed with high-grade white primer. And there you are. • Your complete Upson Soffit System is installed in record time . . . money saving time.

Remember, too, that this Soffit System is Upson quality throughout. Absolutely no raised grain, cracking, splitting or checking. Waterproofed, of course. The materials are the finest. And so is our technical staff who is anxious to consult with you on your specific needs. Phone, wire or write The Upson Company, Upson Point, Lockport, New York.

Visit us at the  
National Association of Home Builders Exposition:  
booths 28 and 29

Immediate delivery from stock.  
12", 16", 24", 32", 36", 48" widths—  
8' and 12' lengths.



**FREE**

Please send me the FREE illustrated brochure about the time-saving, money-saving Upson Soffit System and related Upson products.

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## PRODUCT PREVIEW

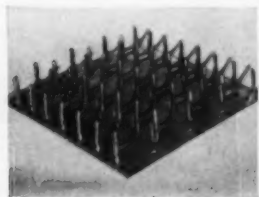


### Protects your tubs during construction

Corrugated cover for tub can be installed or removed in five minutes. It's made of thick corrugated boxboard with an exclusively processed water-repellent top liner. Cover molds to shape of your tubs, does a good job of resisting shocks, and

keeping the fixture clean on the house site and particularly during bathroom tiling. Comes in two pieces, weighs only four lbs. In standard or custom sizes. Selection of 14 plumbing fixture manufacturer sizes.—*Protectub, Inc., Both No. 31.*

Circle No. J200 on reply card, p. 119



### Builds trusses

Connector plate is called "Titan Trussplate." Builds trusses with a minimum of equipment when large volume is not required. Need only a jig table; plates are applied with common nails. Diagrams supplied.—*Truss-O-matic, Booth Nos. 1180-1181.*

Circle No. J201 on reply card, p. 119



### Built-in vacuum

One central cleaning unit cleans every room with wet and dry attachments. Will do everything from washing windows to dusting. Installed with flexible tubing, one power and separation unit. Four valves.—*My Maid Corp., Booth No. 262.*

Circle No. J202 on reply card, p. 119

### Lightens interiors

Patterned and transparent glass is used to partition, lighten interiors. Dark corners brighten with glass-backed shelving. Pattern glass in one room can pick up light from another. Useful in garages.—*American-St. Gobain Booth No. 951.*

Circle No. J203 on reply card, p. 119



### Point pattern "built-in"

One-coat paint for walls and ceilings has its own pattern "built-in." Applied only with a spray, it's suitable for most surfaces: wallboard, cement, cinder block, wood, and over old paint. 18 colors.—*Plexstone Corp. of America, Booth Nos. 93-94.*

Circle No. J204 on reply card, p. 119

### Opens door from car

An electronic opener for upward acting garage doors is controlled from the car dashboard. Turns lights on automatically. Portable transmitter may be used in multiple-car families; controls mount indoors.—*Delco Products Div., GM, Booth Nos. 370-371.*

Circle No. J207 on reply card, p. 119

### Keep tabs on business

Graph sheets and how to use them . . . for plotting business statistics, sketching and drawing, surveying and mapping. Information all in a 92-page catalog on the subject. Guide to selection best suited to your uses.—*Keuffel & Esser Co.*

Circle No. J205 on reply card, p. 119



### Doesn't catch soot

Prefab chimney has a concealed raincap and a stainless steel tank which collects and evaporates moisture at the top. Made of heavy-gauge steel with porcelain surface. Pipe has 1" insulation.—*Condensation Engineering Corp., Booth No. 374.*

Circle No. J206 on reply card, p. 119

### "Telephone" your houses

The "well telephoned home" might have an "Interphone," a hands-free system for communicating within and outside the home; a bell chime for incoming calls; and a telephone answering device.—*American Telephone & Telegraph, Booth No. 95.*

Circle No. J208 on reply card, p. 119

# Sell the <sup>★</sup>Magic<sup>\*</sup> of automatic attic fan control



\*You'll profit by writing to:

**PARAGON  
ELECTRIC COMPANY**

1826 Twelfth St. • Two Rivers, Wis.



TIME IS MONEY—CONTROL IT WITH PARAGON



## featherrock



### NEW BEAUTY NEW TEXTURES

FEATHERROCK, the lightweight natural building veneer. Available in three patterns. Three natural colors. High acoustical and insulation values.

Send for Brochure #560.

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Dept. AB,

Name: .....

Address: .....

City & State: .....

# BREAKTHROUGH IN LOW COST HOUSING!

The value-packed

## ***ECONOMY VANGUARD***

by Inland Homes

Designed to sell for

**\$8800**

INCLUDING \$2000 LOT  
PACKAGE PRICE \$2052

Inland Homes—leader in low cost housing—now launches the new Economy Vanguard designed to sell for \$8,800 including a \$2,000 lot. Truly, it's the house any family man earning \$300 a month can afford. Only \$56.68 a month plus taxes and insurance. The Economy Vanguard exceeds FHA Minimum Standards for Low Cost Housing. Will make any Sec. 203 (i) or low cost 203 (b) program successful. Look at all you get for \$2,052:

- 6 well designed Colonial and Ranch exteriors
- 36'-4" x 24'-4" with 3 bedrooms
- Cedar shakes factory applied and double coursed
- Birch wood kitchen cabinets
- Closet closures on all bedroom closets
- 2" x 4" construction throughout
- Exterior wall sections with doors and windows installed, architectural trim, gables, roof trusses and sheathing, roofing, hardware, interior partitions, interior trim, interior passage door assemblies, ceiling insulation, and much more!

### MODEL HOME FINANCING AT NO COST!

We will supply complete construction financing for a Model Home in your subdivision at no cost. Plus a complete Furniture Package on easy monthly terms. Ask about Inland's nationwide "End Of The Rainbow" Contest, designed to increase open house traffic. Write, wire, or phone (PR 3-7550) Neal B. Welch, Jr., Vice President-Sales, Department A-1, Piqua, Ohio.

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ANOTHER BILT-WELL



FEATURE BY CARADCO

## BILT-WELL Casements

engineered for low heating and cooling costs  
with stainless steel and vinyl double  
weather stripping



The BILT-WELL Casement, especially engineered for maximum efficiency, has tubular gasket type weatherstripping on stops and stainless steel spring leaf on all edges of sash. This exclusive double-weatherstripping method lowers air infiltration to a minimum—a figure that exceeds Commercial Standards Requirements by four times. This means dollar savings for the user.

### \* Look for These Other Bilt-Well Job-Tested Features

Patented Unitized Frame  
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Concealed Hinges.  
Widest Choice of Sizes.  
Distinctive Gold-Tone Hardware.

Every BILT-WELL Casement exceeds all U.S. Government requirements and are so labelled—permanently and clearly! U.S. Patent Nos. 2,866,234 and 2,918,710.

\*BILT-WELL "Job-Tested" means the products have been thoroughly tested in actual construction for ease of installation, weather-tightness, ease of operation, durability and acceptance.

**THE BILT-WELL LINE:** WINDOW UNITS, Double-hung, Awning, Casement, Basement. CABINETS, Kitchen, Multiple-use, Wardrobe, Storage, Vanity-Lavatory. DOORS, Exterior, Interior, Screen and Combination.

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FEATURES**

of  
**BILT-WELL  
WINDOWS**

#### BILT-WELL CASEMENTS

- have a 90° opening sash
- have concealed hinges
- have double weatherstripping
- have dovetailed joint construction
- have patented unitized sill
- have gold-tone hardware
- have choice of regular or thermal insulating glass

#### BILT-WELL DOUBLE HUNG WINDOWS

- have flexible jamb-liner weatherstrip
- have patented unitized sill
- have removable sash
- have jamb adjusters
- have choice of regular or thermal insulating glass

#### BILT-WELL AWNING and AWNING-VUE WINDOWS

- have removable sash
- have concealed hinges
- have removable glazing bead
- have choice of operators
- have gold-tone hardware
- have choice of regular or thermal insulating glass



**CARADCO, Inc.**

Dubuque,  
Iowa



#### PRODUCT PREVIEW



##### Filter saves on space

Rapid sand filter eliminates installation of loose rock, requires less make-up water. Only 28" high it saves space. Completely coated inside with epoxy finish. Comes with face pipe, dial valve.—*National Pool Equipment Co., Booth No. 1175.*

Circle No. J209 on reply card, p. 119

##### Builder's home contest

"What Happens When a Builder Wins Best Home For The Money Award" is subject of visual presentation. Selections made on basis of working drawings, specs and materials lists.—*American Home Magazine, Booth Nos. 918-919.*

Circle No. J210 on reply card, p. 119

##### Select your houses

Six new prefabs added to home manufacturers line. Includes "Hillsdale," 1277 sq. ft. three-bedroom tri-level and "Challenger," 904 sq. ft. three bedroom house. Also "Crusader" for narrow or corner lot.—*West Coast Mills, Booth No. 970.*

Circle No. J211 on reply card, p. 119

##### New products home

Brand-name products are key feature of "House of Built-Ins." Built at Flossmoor, Ill., home attracted over 2,500 people on first showing. House will be announced at NAHB show and later erected elsewhere.—*Popular Mechanics, Booth No. 905.*

Circle No. J212 on reply card, p. 119

##### Motels are pre-built

Prebuilt motels are latest in prefabs. Sections are shipped direct to building site. Floors and walls are fully insulated, plumbing and electrical wiring are enclosed in walls. About \$3000 per room.—*John W. Tilton Industries, Inc., Booth No. 1204.*

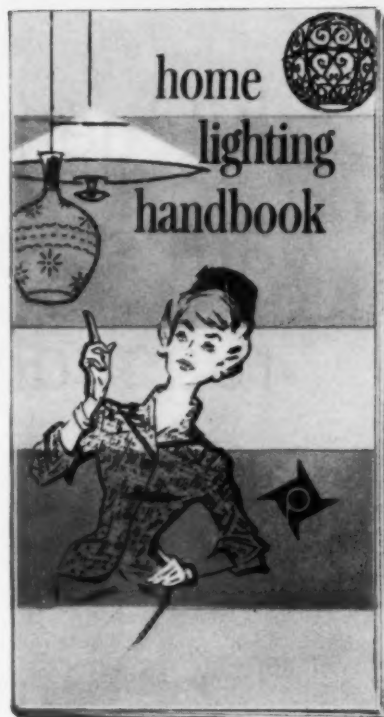
Circle No. J213 on reply card, p. 119



##### Make forming easier

Simplex will show a large selection of concrete forms for residential and light commercial construction. Easy to use, time-saving and cost-saving, forms offer a flexible approach to foundation work.—*Simplex Forms System, Inc., Booth No. 809.*

Circle No. J214 on reply card, p. 119



## 36 illustrated pages of unusual treatments for HOME LIGHTING

Home lighting, today, is a creative art—an art that Progress' HOME LIGHTING HANDBOOK helps any homeowner to master. An armchair excursion through its 36 colorfully illustrated pages fires the imagination with ideas for lovelier environment, even as it introduces the reader to the techniques of proper, delightful home lighting... Scores of inspired and novel lighting treatments—for every room, every corner of a home, indoors and outdoors. Those who use this HANDBOOK will discover that the art of lighting goes hand in hand with the art of living!



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PHILADELPHIA 34, PENNA. WORLD'S LARGEST  
MANUFACTURER OF RESIDENTIAL LIGHTING AND RE-  
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Please send me a FREE COPY of your new  
HOME LIGHTING HANDBOOK.

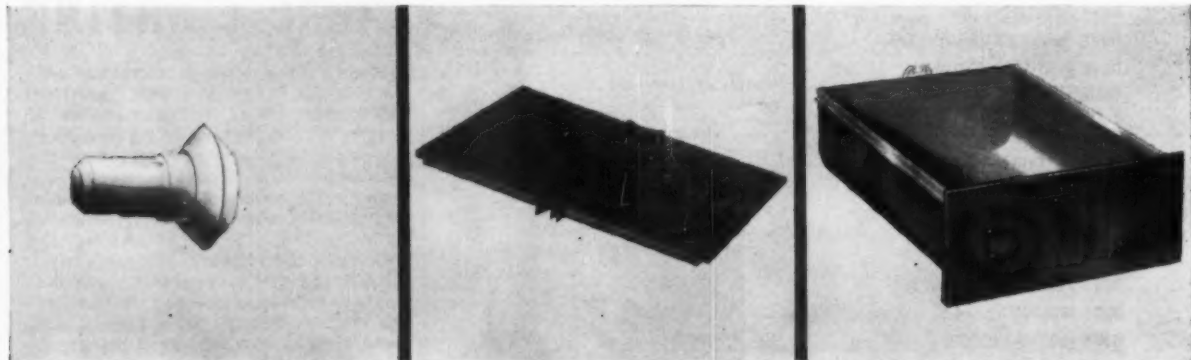
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My Name \_\_\_\_\_ 18

# Kitchen Kompact Cabinets are smartly designed ruggedly constructed competitively priced



There is one full line of quality wood kitchen cabinets that has everything! Design, construction and price. It is Kitchen Kompact.

Kitchen Kompact cabinets are stocked nationally by 80 distributors in major cities for immediate service.



Nylon rollers provide stable drawer action. Tested 115,000 times without wear.

Select red birch applied to warp-resistance chipcore. Sturdily constructed for a lifetime of worry-free use.

Moulded drawer—no sharp edges to collect dirt or food. Concealed hand pulls.

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IN THE 1961 SWEETS  
LIGHT CONSTRUCTION CATALOG



THE "BEST BIRCH" LINE  
**Kitchen Kompact INC.**  
JEFFERSONVILLE, INDIANA



## Spark your model home promotions with **PREWAY Bilt-Ins**

Your point of sale is the model home . . . so give yourself the smart advantage of a Preway Bilt-In kitchen. Why show a "lack-luster" look with a commonplace name no different than your competitors, when you can offer a kitchen of stand-out individuality with Preway's glamorous look of luxury.

Does it **SELL** . . . this brand of special identity that separates you from the crowd. We have proof posi-

tive that it does. It will pay you as it has so many others to up-grade your merchandising perspective to Preway — the pioneer manufacturer of built-in appliances, design-matched and color-matched to spark your model home promotions. See Preway at the N.A.H.B. Show — Space 78-79-80-81 or write for the profitable facts.

**PREWAY Inc.**, 8118 Second Street, N., Wisconsin Rapids, Wisconsin



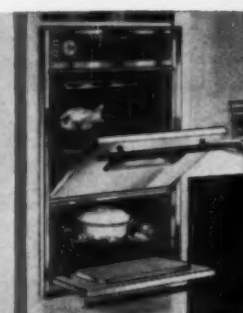
**DUAL CONTROLLED BILT-IN REFRIGERATOR-FREEZER** . . . Eye-level refrigerator section is **FULLY AUTOMATIC**, self-defrosting, frost-free, porcelain-lined. Roll-out shelf, tip-up shelves, slide-out crisper-drawers, room for full-gallon milk jugs, handy Door Storage. Below-zero freezer holds 156# — has spacious shelf, glide-out basket, Door Storage, 4 pop-up ice cube trays. Provincial Copper and Genuine Stainless Steel.



**HANDSOME EVECTAIRE VENTILATING HOOD** exhausts greasy, vapor-laden air efficiently, **QUIETLY** — provides floodlight visibility, quick, simple cleaning. For vertical or horizontal discharge . . . just one of five fully assembled Preway hoods requiring little or no cabinet space. In Provincial Copper and Genuine Stainless Steel — matching splash plates.



**AUTOMATIC DISHWASHER** with built-in drain pump. Capacity — 12 family size place settings. Choice of 2 washing cycles. Power washes, power rinses with super-hot water — then power dries. Dishes come sparkling bright and clean. Provincial Copper, Genuine Stainless Steel, White Enamel.



**FULLY AUTOMATIC, CLOCK CONTROLLED WALLCHEF OVEN**, Gas or Electric. Extra large capacity . . . self-basting rotisserie . . . new 140° low temperature control . . . automatic clock . . . Minute Minder. Many models to choose from. Provincial Copper, Genuine Stainless Steel, Decorator Enamels.



**DELUXE COUNTERCHEF SURFACE UNIT**, Gas or Electric. Convenient tap control panel puts burner dials where they're easy to see, easy to set, safely out of children's reach. 4 burners, one **AUTOMATICALLY CONTROLLED** — all mounted on handy spill-over pans. Many models to choose from.

Since 1917 — Pioneer manufacturer of built-in appliances . . . refrigerator-freezer combinations, gas and electric ovens and surface units, ventilating range hoods, dishwasher.  
**MEMBER BRAND NAMES FOUNDATION**

See **PREWAY** at the **N.A.H.B. Show** — **SPACE 78,79,80,81**

# Alside aluminum siding





# easier to apply...sell...and maintain

Scratching your head about aluminum siding? Wondering if your crews can handle it... how costs compare with less durable materials... and, most important, how will it sell in your market? Last year thousands of builders asked these same questions and later were pleasantly surprised to find that houses they built with aluminum siding were more salable and more profitable.

You can cash in on the home buyer's demand for lasting maintenance-free beauty and economy by switching to aluminum in 1961. The question is not whether to use aluminum siding... but which one.

Alside, the world's largest manufacturer of aluminum building products, offers the most complete line of baked-enamel sidings

and related products for home exteriors. Alside saws like lumber, nails on quickly — requires no special skills or equipment to apply. An average 3-bedroom home can be covered and trimmed by two men in two days. Since it can be applied in any weather, costly delays are eliminated — you are ready for final inspection days earlier.

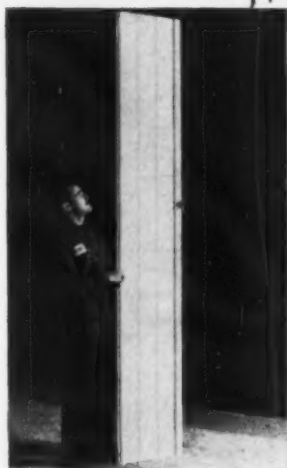
How much does it cost? Studies conducted in cities and towns all over the United States, with builders of all sizes, show Alside costs are no more than the "on the wall and painted" costs of wood siding or cedar shakes. In some areas they are even less.

Sooner or later you are going to build a home with aluminum, why not start today — with Alside!

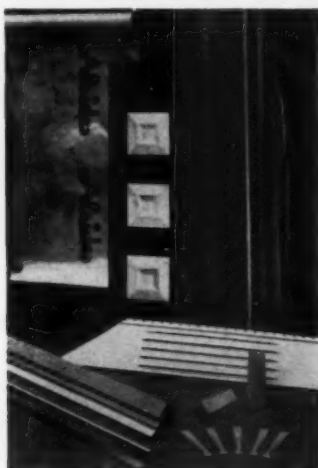


Write today for Illustrated Catalog... or visit Booth 802 and 803 at the N.A.H.B. Show

BETTER ALUMINUM PRODUCTS FOR BETTER LIVING... ALSIDE, INC., AKRON, OHIO



**NEW 16" VERTICAL SIDING** is a distinctive board and batten design, ideal for western ranch homes or contemporary styles. Available in 9'4" lengths for wall or gable applications. Patented joint is weather-tight — requires no caulking.



**COLOR-MATCHED CUSTOM ACCESSORIES and TRIM** — Alside manufactures and can supply builders with a complete line of accessory items such as ventilating louvers, starter strips, shutters, profile corners and window channels. Everything you will need to trim your homes with lasting aluminum beauty and protection.



**NEW COLOR-MATCHED GUTTERS and DOWNSPOUTS** — Sturdy embossed aluminum downspouts and gutters in matching baked-on enamel finish — 14 colors provide the same lasting protection and beauty for the homes you build. Lightweight, they are easy to handle and install, will never rust out or stain other surfaces.

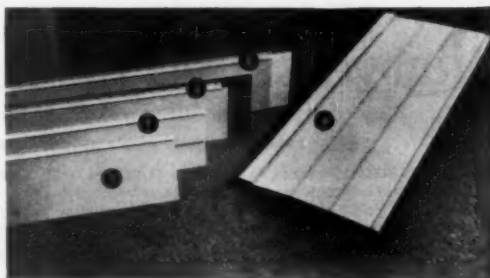


**NEW ALUMINUM SOFFIT and FASCIA** — The finishing touch for any home. Fast, easy to install. Designed for use with Aluminum siding but can also be used with wood, brick, and other materials. Available in 14 colors.

**4 BASIC STYLES — 14 DECORATOR COLORS** provide builders with the widest choice of sidings available from any manufacturer. All panels are first formed, then electrostatically painted. This eliminates any chance of strain-fracture in the protective baked-on enamel coat — a common weakness in panels produced by the roller coating method.

Available with either a smooth satin finish or embossed surface.

- 1 — 8" smooth or embossed lap siding
- 2 — double 4" lap siding
- 3 — 8" fibreboard insulated lap siding
- 4 — 8" STRATA-FOIL aluminum siding
- 5 — 16" vertical paneling (board and batten)





## "IT SELLS HOMES"

Builders tell us:

"Quality in materials and workmanship is a prime home-selling point in today's market."

Quality should start before construction—at the title to the land.

We have a "Secure Homes" program designed just for builders. It sells homes.

Let us show you how it can help you sell, too.

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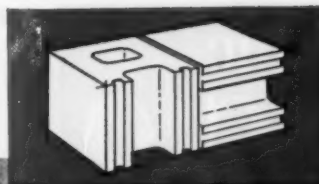
LAWYERS TITLE SERVICE AVAILABLE IN 44 STATES, INCLUDING HAWAII; AND IN THE DISTRICT OF COLUMBIA, PUERTO RICO AND CANADA. NATIONAL TITLE DIVISION OFFICES: CHICAGO • DALLAS • DETROIT • NEW YORK. REPRESENTED BY LOCAL TITLE COMPANIES IN MORE THAN 275 OTHER CITIES. THOUSANDS OF APPROVED ATTORNEYS LOCATED THROUGHOUT THE OPERATING TERRITORY

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1. 14" x 20" display cards for Model Homes.
2. A brochure and pamphlets for prospects.

► **Great new things  
are shaping up in concrete block**



Wall designed by Architect Alfred B. Parker, Miami. Photo courtesy of National Concrete Masonry Association.

## Atlas Masonry Cement provides the right mortar

A notable thing about the new look in concrete masonry is what is being done with standard block. Here, for instance, a closed-lattice effect is achieved by laying up "stretcher" type concrete block, so that the ends are exposed. This basket-weave pattern creates an interesting exposed masonry wall resembling hand-hewn stone. For laying up this block, or any concrete masonry unit, ATLAS MASONRY CEMENT continues to be the preferred cementing material in mortar. It produces a smooth, workable mix, provides a strong bond, gives weathertight joints that are uniform in color. And ATLAS MASONRY CEMENT complies fully with ASTM and Federal Specifications. For information on masonry cement write: Universal Atlas, Dept. M, 100 Park Avenue, New York 17, N. Y.

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Division of  
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# the BIG 2 for Builders in 1961

## RAYNOR

*Raylon* Garage Doors  
and  
BY-PASSING Screen Doors



### Raynor Raylon Garage Doors

Featuring translucent fiberglass panels that combine with rugged, lightweight aluminum frame and heavy-duty galvanized hardware to assure a maintenance-free weathertite enclosure of lasting beauty.



### Raynor By-Passing Screen Doors

The By-Passing Door, featuring a rugged aluminum frame covered with weatherproof fiberglass screening, transforms the garage into a cool summer family room.

**PRE-SELL YOUR HOMES in 1961**  
with the BIG 2 from RAYNOR

See the BIG 2 on display at  
Booth 604, N.A.H.B. Show  
McCormick Place, Chicago, Illinois



**RAYNOR MFG. CO.**

Dixon, Illinois

Hammononton, New Jersey

## PRODUCT PREVIEW



### Luxury within reason

Wood kitchens at reasonable cost is aim of this factory-built Regency line. Built of ash with walnut finish baked on. Cabinet doors are flush-type.—Boro Wood Products, Booth No. 162.

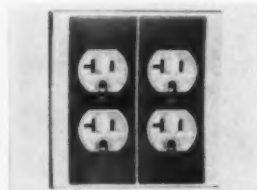
Circle No. J215 on reply card, p. 119



### Each one different

Factory-finished wood cabinets help you avoid look-alike kitchens. Large variety of woods, finishes, and door designs offers maximum flexibility, even with same floor plan.—Texboro Cabinet Corp., Booth No. 887.

Circle No. J216 on reply card, p. 119



### Feeds four appliances

Complete kitchen appliance center comes in one low-cost package. Provides up to 5,000 watts at 125 volts. Includes two-gang welded box, clamps, knockouts, decorator wall plates.—General Electric, Wiring Device Dept., Booth Nos. 130-152.

Circle No. J217 on reply card, p. 119



### Actually built in

"Town Home 24" gas range top is actually built in, not just fitted flush. Top is recessed below counter with chrome frame that fits counter tightly. Fits into 24" space, requires no separate base cabinet.—Tennessee Stove, Booth No. 504.

Circle No. J218 on reply card, p. 119

### Base unit is modular

New modular style cabinet has base unit with two drawers and three sliding trays behind door. In 72", 84" and 96" sizes, with Formica top, double bowl sink and rim.—Toledo Desk & Fixture Co., Booth Nos. 514-518, 579-580.

Circle No. J219 on reply card, p. 119

More kitchens, p. 216

# Give them what they want at a price they're willing to pay!



**Gas and Electric Water Heaters**  
**Gas and Oil-Fired Boilers**  
**Gas Furnaces and Wall Heaters**  
**Sealed Gas Wall Heaters**  
**Gas Incinerators**

Sound impossible? Actually, it's easy and a sure way to increased sales and profits for you! First, your customers want "brand name" products such as Basmor-Little, pre-sold through national advertising.

Second, they want products which incorporate new features for top performance and dependability, plus decorator styling, to meet their modern family needs. Third, they want to pay a reasonable and fair price for these products.

That's why more and more builders are building with Basmor-Little . . . heating and water heating equipment that gives their homes MORE SELL-POWER! How about you? See us at the N.A.H.B. Exposition, Chicago, Booths 46-47.



**BASTIAN-MORLEY CO., INC.**

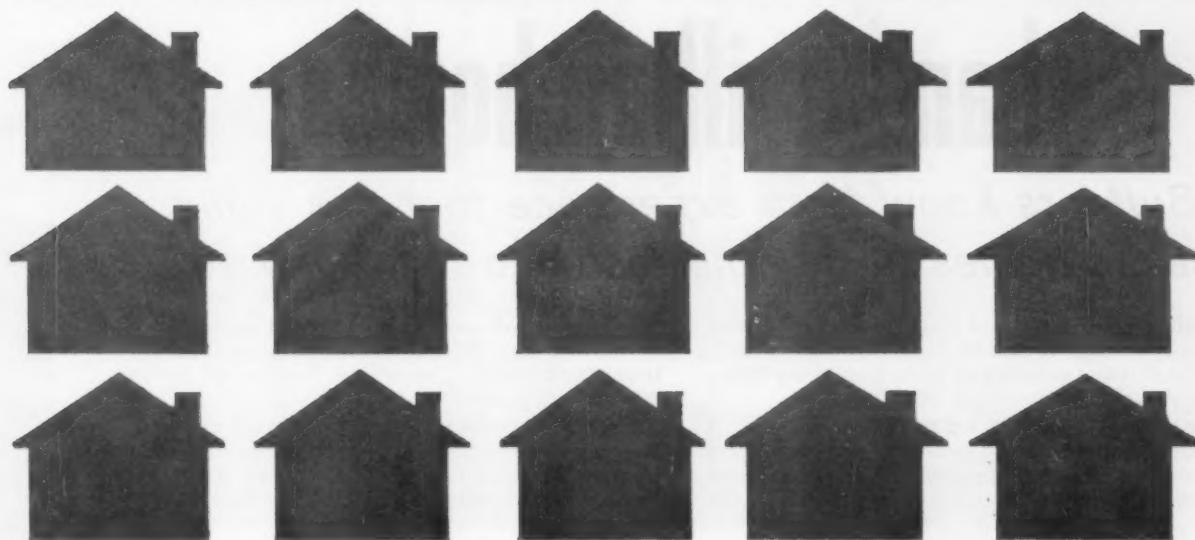
LAPORTE, INDIANA

Branch Plants: San Rafael, California and  
Pittsburg, Texas





**SELL MORE HOMES THIS YEAR WITH**



# GM-DELCO'S TRIPLE SALES OFFENSIVE

## **1 A HOT, NEW GAS-FURNACE LINE**

The new 1961 GM-Delco upflow models for perimeter, basement or closet applications come in units up to 190,000 BTU input capacity. For homes without basements, the GM-Delco Counterflow Model is ideal. And for compact situations, you can't top the GM-Delco Slim, Horizontal Gas Furnace. They all have the stamp of GM Reliability—your assurance of better performance and fewer "call-backs."

## **2 SOLID NATIONAL ADVERTISING THAT PRE-SELLS THE GM-DELCO NAME**

Your prime home-buying prospects will be exposed to a broad schedule of national GM-Delco advertising, carefully designed to promote the GM-Delco brand name. This advertising makes the most of the inherent value in the General Motors name—and helps you sell homes. Buyers identify your GM-Delco installation in a model with quality.

## **3 A FLEXIBLE, LOCAL MERCHANDISING PACKAGE TO FIT YOUR MARKET**

GM-Delco brings you a hot new merchandising package for maximum impact on your individual market. You can pick and choose from the best in billboard signs, local radio and TV scripts, 1000 and 500-line newspaper ads, brochures and tack-up signs for models. Pinpoint and apply features of this flexible GM-Delco program to your local sales objectives.

*The brand name  
that identifies your  
homes with Quality*

**GM Delco 365**  
**CONDITIONAIR**

DELCO APPLIANCE DIVISION, GENERAL MOTORS CORPORATION, ROCHESTER 1, N.Y.

JANUARY 1961

201

# Insulite Primed Siding Performance Proved on more than 1/4 million homes

*Builders know from experience that this siding makes homes easier and faster to build and sell!*

Builders who have used Insulite Primed Siding know it's easier to handle, easier to work with—and that it saves time and money on every house they put up.

**MOVES HOMES FAST.** Homes made with Insulite Primed Siding have much more appeal to buyers. The deep shadow line, the absence of knots and splits, the extra smoothness of the

finish paint job means these homes move faster in almost any development. It gives you an important "extra" to sell: a lifetime of lower maintenance costs!

**TRY IT YOURSELF.** If you haven't yet used Insulite Primed Siding, plan for it on the next homes you start. You'll find out why the thousands of builders order and reorder.



**CHOICE OF 3 DIFFERENT TYPES GIVES YOU DESIGN FLEXIBILITY** Shown here is 4' x 8' plain vertical panel for board-and-batten construction.

Another choice is horizontal (lap) siding. It's 12" wide—gives exposure up to 10 3/4 inches. 8' and 16' lengths mean less handling, less waste.

Also available are 4' x 8' grooved vertical panels. Grooves are 1/2" wide and 8" apart. Has shiplapped long edge for hidden joints.



**EASY TO HANDLE—EASY TO WORK** Easy to saw, plane and nail—and saves carpenters' time because it works so easily. Straight lengths, full widths and square cut ends mean less waste and less application time.

It has no grain so will not split or splinter, warp or bow. Nails start and drive home fast. No need to drill holes or use special nails. Excellent dimensional stability—boards stay butted.

**TAKES PAINT BEAUTIFULLY** Insulite Primed Siding comes ready for fast, smooth on-the-job finish painting. Fully primed on face, edges, ends and back to save cost of prime coat. In laboratory moisture tests, it had the best blister resistance of any material tested—and these results have been backed up by on-the-home use since 1957.





Chicago builder Larry Mills of Laurance H. Mills & Son, Inc. says:

**"Not a paint complaint in the four years I've used Insulite Siding."**

Larry Mills is a builder of quality homes in the 26 to 30 thousand dollar range in the Chicago area. He was one of the first builders to use Insulite Primed Siding. He became sold on its value immediately, and has used it on almost all the homes his firm has built since 1957.

**COMPLETELY PRIMED.** Why is Insulite Primed Siding so resistant to paint blistering? The *complete* deep-prime coat which is applied at the factory is one reason. In fact new construction can stand for several rainy days without a finish coat—and there's no need to worry about Insulite Siding taking up water.

**HAS NO STRUCTURAL GRAIN.** And this rules out splits and knots where water can penetrate beneath the coats to cause paint blistering.

Still another reason why Insulite Primed Siding holds paint so well is the exclusive angle-cut "weather drip" edge which makes water run off the edge, rather than run back under the siding.

**REMEMBER THIS:** Resistance to paint blistering is only one of many good reasons why Larry Mills and thousands of other builders are using Insulite Primed Siding. Ask your dealer about this performance-proved siding. Or for special information, write Insulite, Minneapolis 2, Minnesota.

**Plant capacity  
doubled for 1961**

Now—for the first time since it was introduced in 1957—you can be sure of immediate delivery of Insulite Primed Siding. Plan to use this quality siding on all your 1961 home starts. Call your Insulite Dealer today.

Build better with **INSULITE**® Primed Siding



Insulite Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

# 7 ROOFING SIDING INSULATION

## 1961 Product Preview



### Wood fiber siding is shipped pre-primed

Exterior siding is made from natural wood fibers, comes already prime coated. Material has no grain, knots or slivers, won't split, Circle No. 1220 on reply card, p. 119

splinter or crack. Available in three types (1) horizontal (lap) siding forms weather drip (2) vertical grooved panels with ship-lap for concealed joints (3) plain panels for use in board-and-batten design.—*Insulite Div., Booth Nos. 351-352.*

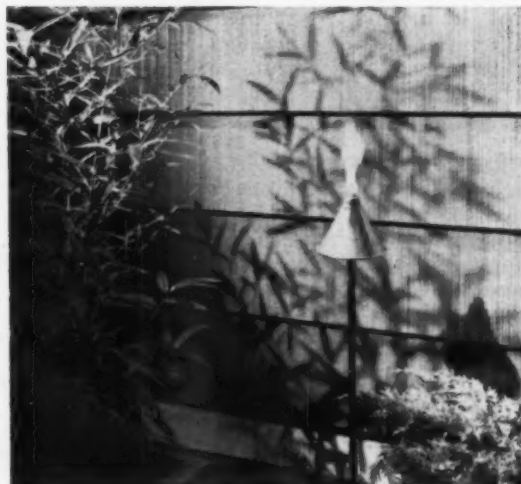
## Combination materials cut



### Sheathing, siding go up in one operation

Two-in-one weather board combines sheathing and exterior siding. Panel has nine-ply laminated construction, is insulated and waterproofed, is made of wood fibers. Material eliminates corner bracing and building paper, comes factory primed. Panel size is 4'x8'x5 1/2".—*The Upson Company, Booth Nos. 28-29.*

Circle No. 1221 on reply card, p. 119



### Red cedar shake siding is lightweight

Red cedar shake shingles are lightweight and easy to handle. All units carry "Certigroove" label. Siding shingles come in variety of ways: electronically glued, fixed to shingle undercourse or backer board. Some include shake nails. In natural finish, primed or colored.—*Red Cedar Shingle Bureau, Booth Nos. 276-277.*

Circle No. 1222 on reply card, p. 119





#### Straightness is main quality of new studding

New studding produced under auspices of Western Pine Association claims to be world's straightest. Finger-jointed spliced members are being used for studs, headers, trimmers, plates, other items on FHA-insured projects. All are pro-

duced under association's quality control program. Key ingredient is wood-welding glues used in seasoned wood. Tests point up strength as well as straightness as factors in use in construction.—*Western Pine Assn., Booth Nos. 298-299.*

Circle No. 1223 on reply card, p. 119



#### Terne roof will last 100 years

Ohio development house, the "3D" Triangle Home has a roof that will last over 100 years, almost maintenance free. Bermuda roof is made of terne—an alloy of lead and tin on base of sheet steel. Seamless terne is illustrated in horizontal-seam

construction which creates a pattern coordinated with the geometric shape of the house. House features maximum utilization of space and distinctive features such as a beamed ceiling.—*Follansbee Steel Corp., Booth Nos. 109-110.*

Circle No. 1226 on reply card, p. 119



#### Metal shutters go up fast

All-metal shutters for wood or masonry construction can be installed without preparation on the house. Fastens quickly with four screws. Suit all types of construction. Bonderized finish is ready to paint.—*Addison Products Co., Booth No. 904.*

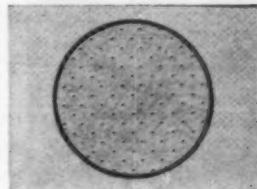
Circle No. 1224 on reply card, p. 119



#### Has thermal efficiency

This fiber glass insulation is uniform in thickness, has high thermal efficiency. Its ruggedness assures permanence and ease of installation. Comes plain or with kraft aluminum foil vapor barrier facings.—*Gustin-Bacon Mfg. Co., Booth No. 612.*

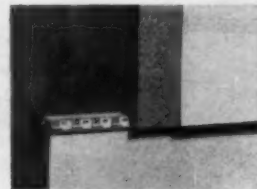
Circle No. 1225 on reply card, p. 119



#### Speeds plastering

"Pinkolath" gypsum lath is designed for machine application of plaster. Pin-holed into core for greater absorption; has greater impact resistance. Allows full thickness of base coat in one application.—*Bestwall Gypsum Co., Booth No. 26.*

Circle No. 1227 on reply card, p. 119

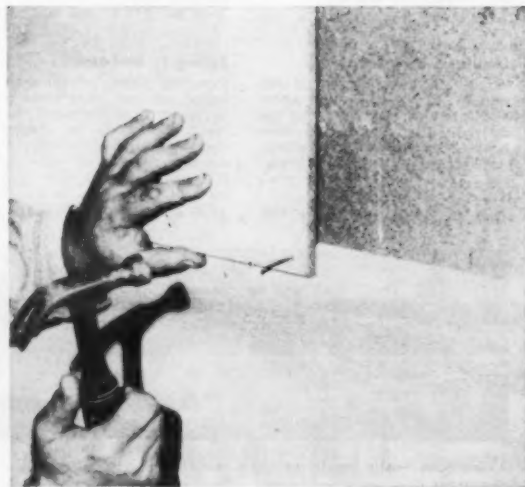


#### Siding is prepunched

New aluminum clapping siding has prepunched nailing tabs. Available with or without insulation board backer. Thermosetting acrylic enamel finish is easy to clean, assures long wear and color stability.—*Lyl-Alum, Inc., Booth No. 848.*

Circle No. 1228 on reply card, p. 119

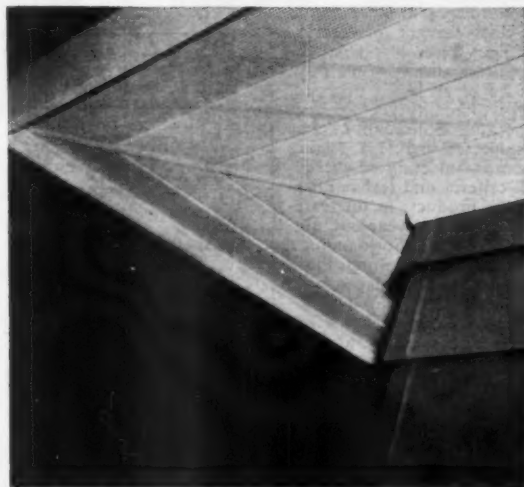
## finish costs, go up faster



#### New siding has distinctive shadow line

Thicker courses of "X" siding cast distinctive shadow lines. Overlap is 1" or 1 1/2", leaves exposure of 10 1/4" or 11". Each unit measures 16"x12"x 1/2". Boards go up quickly by use of top and bottom edge guide lines. Carpenter (above) installs siding with rust-proof nail with self-sealing head.—*Masonite, Booth No. 272.*

Circle No. 1229 on reply card, p. 119



#### Aluminum soffit has baked enamel finish

Called "V" Alum Soffit Supreme, material is heavy gauge, requires no further maintenance or finishing unless desired. Has modular design, measures 6"x8", requires minimum cutting on the job. Enamel-finished aluminum soffit has no exposed nailing.—*National Rollex Corp., Booth Nos. 889-890.*

Circle No. 1230 on reply card, p. 119

# TOPS

## IN QUALITY and ECONOMY



**SONOCO**  
**SONOAIRDUCT®**  
**FIBRE DUCT**

Cherry Point  
Capitular Project—  
847 units.  
General Contractor:  
H. O. Cable  
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Low first cost, faster installation, highest quality—you get all three when you use F.H.A.-permitted SONOAIRDUCT Fibre Duct for slab perimeter heating, cooling, or combination systems.

SONOAIRDUCT handles easily, levels and joins quickly . . . saving time and labor on the job. Long lengths mean fewer joints to make, and there are no sharp cutting edges to worry about. Every piece is usable, because SONOAIRDUCT won't chip, crack, or break when dropped.

Highest quality is assured, too, because SONOAIRDUCT has been subjected to F.H.A. testing procedures—meeting or exceeding all criteria and test requirements for products in this category. Year in and year out, aluminum foil-lined SONOAIRDUCT is America's best selling Fibre Duct—proof of its dependable performance.

Order SONOAIRDUCT Fibre Duct in 23 sizes, 2" to 36" I.D., in standard 18' lengths—special sizes to order. Can be sawed.

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**BOOTH 416**

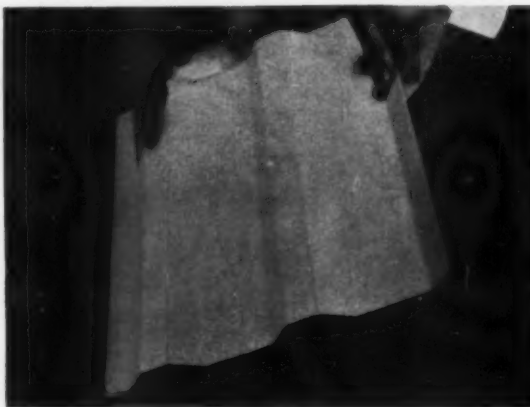
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4840

## PRODUCT PREVIEW



### Use specially outdoors

Designed specifically for overhead uses outdoors. Translucent fiber glass panel requires minimum pitch, assures improved drainage by means of wide channels between panels. Line also contains the Alsynite-developed ingredient Filtron 25,

which controls light and heat penetration, and Superglaze, which gives lasting protection. Colors:—lime, sand, green, yellow, blue, pink and white. Cut or drill with hand tools.—Alsynite Div., Reichhold Chemicals, Inc., Booth No. 154.

Circle No. J231 on reply card, p. 119



### Film stops moisture

"Visqueen" polyethylene film gives better vapor barrier protection. Strong and lightweight, it also provides dust and draft shield. Complete application will increase home's "hidden value."—Fisking Co., Div. Union Carbide, Booth 779.

Circle No. J234 on reply card, p. 119

### Insulates all masonry

Water-repellent masonry fill insulates both concrete block and brick cavity walls. Provides double insulation efficiency for many types of masonry walls. Free-flowing granular properties make it easy to use.—Zonolite Co., Booth No. 395.

Circle No. J232 on reply card, p. 119

### New shapes in concrete

Swimming pool curves out from house, with concrete platform in between for eating and lounging. Arc of concrete separates shallow area for children. Concrete is integrally colored to harmonize.—Portland Cement Assn., Booth No. 713.

Circle No. J235 on reply card, p. 119

### Lumber costs less

"Utility" grade lumber is designed for construction where both strength and low cost are desired. Used for solid roof boards, flat roof joists, plates, studs, rafters, subfloor, bridging.—West Coast Lumbermen's Assn., Booth Nos. 296-297.

Circle No. J233 on reply card, p. 119

### Siding is embossed

Paneling and clapboard in baked enamel aluminum come in smooth or embossed finish. Available also in laminated backboard, guttering and downspouts, fascia, soffit materials, shutters.—Crown Aluminum Industries, Booth No. 1155.

Circle No. J236 on reply card, p. 119



### Aluminum walls made to take windows

TM aluminum panel wall components are designed to make work on light commercial construction easier. Units will allow installation of structural window units and door frames quickly and easily into the wall. Finished wall is obtained at low

installation cost, has good looks and easy maintenance of aluminum. Plenty of room for design changes allowed by components' flexibility. In actual field job, 30 panels were installed by two men at 17 min. a panel.—Textron Metals, Booth No. 16.

Circle No. J237 on reply card, p. 119

AMERICAN BUILDER

*announcing a*  
**DEALER-APPLICATOR**  
**SERVICE on...**



**BAKED ENAMEL**  
**ALUMINUM SIDING and VERTICAL PANELING**

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*NAHB Show*

Every day more and more builders build with Crown Baked Enamel Aluminum Siding . . . and for several sound reasons:

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An effective and complete merchandising plan to help you to quicker and better profits.

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**CROWN ALUMINUM INDUSTRIES CORP.**  
 5820 CENTRE AVE. • PITTSBURGH, PA.



**CROWN IS ON THE MOVE...BETTER MOVE TO CROWN**



**HOUSEWIVES** appreciated having the washer and dryer in the bathroom. Stacked as shown, the Westinghouse Space-Mates fit in a space only 25 inches wide. A removable panel in a closet provided access for servicing.



**THE UNDERCOUNTER DISHWASHER** guarantees spotlessly clean dishes, because it heats its own water to a sanitizing 140 degrees. Choose 'N' Change front panels give a wide choice of decorative effects.

Leading Massachusetts developer says:

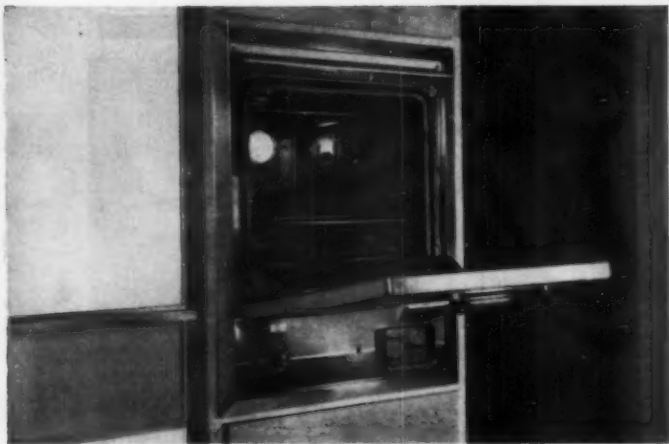
# "ONE-CONTACT BUYING SOLD WESTINGHOUSE RESIDENTIAL



**MR. ADELARD ST. ANDRE**, the builder, is shown here in front of the first model home. It was built to prove that electrical heating is practical in a cold area like Massachusetts. The slight additional cost for equipment and power, compared to the cost

of oil and bottled gas, was no obstacle to prospective buyers. They snapped up six homes on opening day. Within three months all 28 homes in the development were sold!





**THE POPULAR** Built-in Oven attracted lots of attention. Only 17 inches, it nevertheless handles big meals. The unit slides easily into place, has only one simple electrical connection to be made.



**LIKE THE OVEN**, this 4-unit Range Platform goes into place in a jiffy. It drops snugly into the counter top without special fasteners. The Remote Control Panel and lift-out Corox® Units mean extra convenience in cooking and cleaning.

## US ON THE NEW MARKETING PROGRAM"

It's Mr. Adelard St. Andre, president of Mount View Corporation, South Hadley, Massachusetts, speaking. "Like every builder, we want to cut costs. So we tried the Westinghouse Residential Marketing Program at our Batchelor Knolls development in Granby. It worked out just the way we hoped." Yes, Mr. St. Andre got everything he needed—appliances and heating equipment—with one contact. Deliveries were fast, complete, and on time! And Westinghouse really pitched in to attract prospects! Six homes were sold on opening day alone. All 28 were gone in three months! Now the Mount View Corporation is planning a big 140-acre development at South Hadley, with 225 Westinghouse Total Electric Homes! See what the Westinghouse Residential Marketing Program gives you:

**1. One source of supply . . .** a complete line of quality home products.

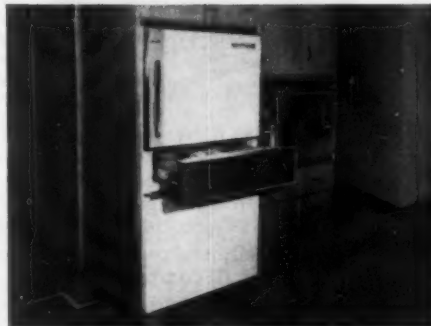
**HEATING AND AIR CONDITIONING:** Baseboard electric heating; heat pumps; central air conditioning and heating systems • **WIRING DEVICES:** Load centers; outlets, receptacles, switches; plus the popular Westinghouse Automatic Appliance Center • **ELECTRICAL APPLIANCES:** Built-in ovens and range platforms; water heaters; dishwashers; food waste disposers; refrigerators; freezers; Laundromat® washers; dryers; combination washer-dryers; room air conditioners • **MICARTA:** Counter tops and vanities, and Micarta wall-building products • **KITCHEN CABINETS:** Wall and base units in de luxe Heirloom Maple finish • **APARTMENT ELEVATORS.**

**2. One point of contact . . .** Residential sales managers in 54 principal markets responsible for full line marketing.

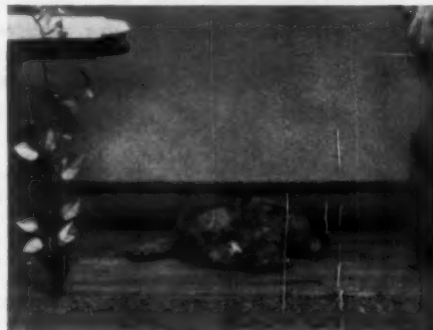
**3. One coordinated merchandising plan . . .** tailored to sell houses in volume—traffic-building advertising, promotion aid, selling ideas, product training, and publicity assistance.

Learn how the Westinghouse Residential Marketing Program can save you time and money . . . make building more profitable. Call your Westinghouse Major Appliance Distributor today. Or write Westinghouse Electric Corporation, Pittsburgh 22, Pennsylvania, for free booklet "New Direction in New Profit for Builders."

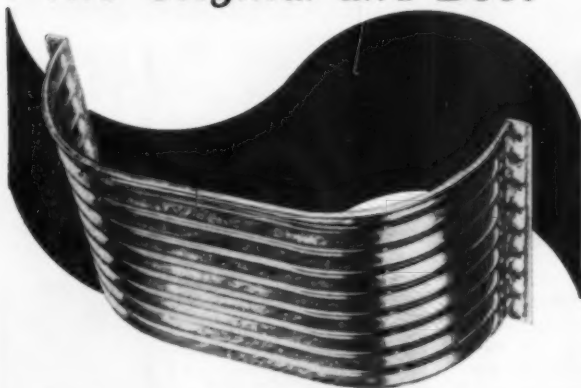
You can be sure . . . if it's **Westinghouse** 



**EASILY** built in, the big Refrigerator-Freezer was pushed into place before the trim kit was installed. 90-degree door opening within cabinet width saved valuable floor space.



**THE BIGGEST ATTRACTION** was the electric baseboard heating. Every Batchelor Knolls home was a Westinghouse Total Electric Gold Medallion Home. Electric heating assured maintained resale value through the years.

**SPC**deep  
CORRUGATED®**Lux-Right****AREAWALLS***The Original and Best*

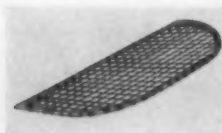
You guarantee it. We back you up. SPC does its own deep corrugation for greater strength. SPC adds roll top edges for complete safety. SPC heavy galvanizing protects against rust and corrosion. That's why SPC sets the pace in areawalls.

You can Sell our Products with Confidence . . . meet and beat all competition.

All standard sizes and styles or special sizes made to order for any installation. Three grades to choose from:

1. Imperial Lux-Right, the finest areawall made
2. Economy Lux-Right, the general use leader
3. Thrif-T, lower in price but made to last

## SPC Areawall Guard



Universally adaptable for most makes of areawalls. Installs in seconds. Constructed of heavy cross weave steel wire on a frame of rolled bar steel. Hot dipped zinc coated after fabrication to insure freedom from rust and

corrosion. Cross weave construction prevents loss of light yet easily supports the weight of running children, adults, and power lawn mowers. Keeps out paper, leaves and other debris from window wells.

Write for full information on Areawalls and Guards

**Saint Paul Corrugating Co.**

South End Wabasha Bridge, St. Paul 7, Minnesota

## PRODUCT PREVIEW



### Board and batten in aluminum siding

New 16" wide vertical aluminum paneling has been introduced in traditional board and batten design. Has a distinctive double rib effect. Can be applied over — wood, stucco, shingle, brick and concrete block—by a conventional inter-

locking system. Designed to appeal to both homeowners and builders, its baked enamel finish comes in 14 colors, including Winthrop red, white and new charcoal grey. Other siding products.—Alside, Inc., Booth Nos. 802-803.

Circle No. 1238 on reply card, p. 119

### Plywood saves building costs

Plywood siding of 1/4" thickness, when nailed directly to studs, is stronger, more rigid than diagonally sheathed wall. Large sheets go up fast, save labor. Eliminates corner bracing, building paper.—U.S. Plywood Corp., Booth Nos. 314-317.

Circle No. 1239 on reply card, p. 119

### Provides paint surface

Crezon is a medium density fiber overlay for plywood. Provides a paint surface for outdoor grades of plywood that will make it weatherproof, prevent cracking and grain rise.—Crown Zellerbach Corp., Crezon Sales, Booth Nos. 909-910.

Circle No. 1243 on reply card, p. 119

### Walls have many uses

Corrugated steel curtain walls with porcelain enamel surface are hard enough to resist denting, surface abrasions. Retain color permanently. Save on structural steel, are completely weathertight.—Caloric Appliance Corp., Booth Nos. 538-561.

Circle No. 1240 on reply card, p. 119

### Bends to conform

Asbestos-cement structural sheet, "Kamwall" can be bent into circle 18" in diameter. Fireproof sheet can be cut with ordinary handsaw, nailed within 1/4" of edge. In 1/8", 3/16", 1/4" thickness.—Keasbey & Mattison Co., Booth Nos. 870-871.

Circle No. 1244 on reply card, p. 119

### Vapor seal stops water

For slab-on-grade, crawl space and basement construction . . . a "pre-moulded membrane" vapor seal. Designed to permanently prevent the movement of vapor and free water. Easily installed.—W. R. Meadows, Inc., Booth No. 56.

Circle No. 1241 on reply card, p. 119

### Stops condensation

Pipe covering of expanded polystyrene has been improved to stop heat gain and prevent condensation and dripping. Has a low "K" factor, is odorless and nontoxic. Compression strength is 16-20 lbs. per sq. in.—United Cork Companies, Booth No. 949.

Circle No. 1245 on reply card, p. 119



### Insulation flange is reversed

Reverse flange insulation is easily installed in wall panels from the outside, in floors from below. Flanges are formed by extensions of breather paper. Suited for insulating prelab walls.—Owens-Corning Fiberglas Corp., Booth Nos. 117-119.

Circle No. 1242 on reply card, p. 119



### Do away with framing

Dylite panels are load bearing, do away with conventional framing. Made of two pieces of regular building material with a solid, plastic foam core of polystyrene. Have unusual insulation properties.—Koppers Co., Inc., Booth Nos. 425-426.

Circle No. 1246 on reply card, p. 119



- 1 **Shakertown**  
handsplit  
cedar shakes

## ways to profit!

- 2 **Shakertown**  
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shake panels

- 3 **Silvara**  
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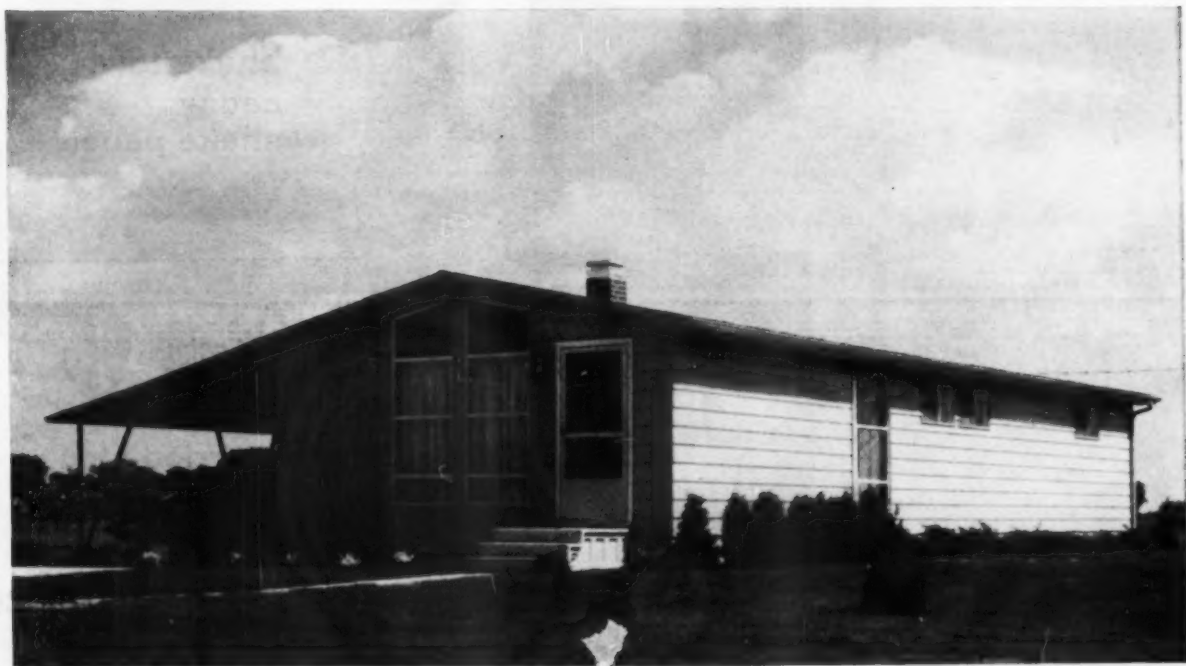
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# Announcing *a unique new* the "Starlighter" BY GUERDON INDUSTRIES, INC.



Guerdon Industries is proud to introduce the Starlighter, a revolutionary factory-built home that is completely equipped with wiring, plumbing and heating components plus built-in appliances. It is completely finished, both inside and out, before it reaches the site. The Starlighter is laid out with a design of clean simplicity to insure easy maintenance and hold production costs to a minimum.



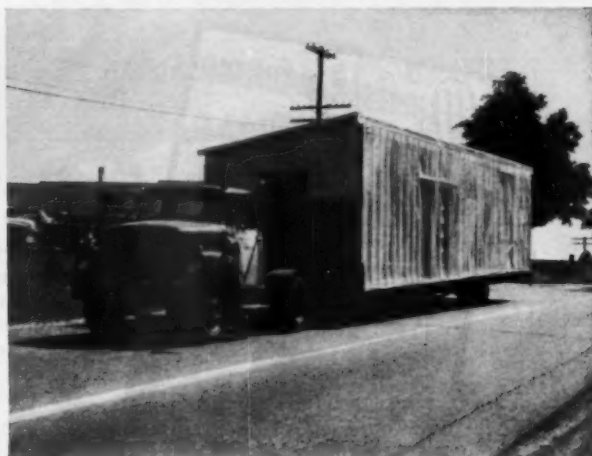
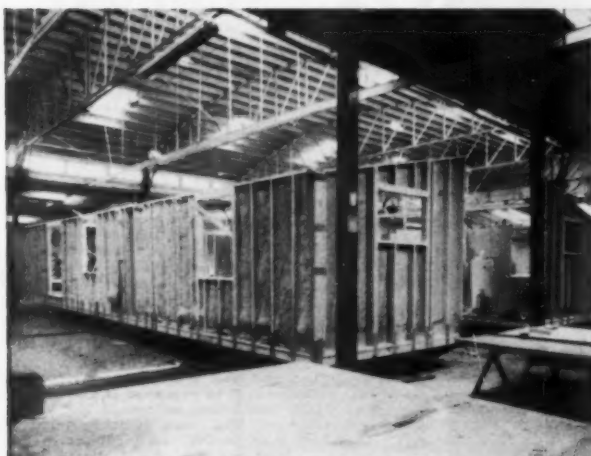
**CONTEMPORARY STYLING** — The spacious living room features tall, cathedral-type picture windows and an open ceiling with natural wood beams. The photographs above show one of several floor plans and exterior styles available.





# *house for builders and developers*

The most complete packaged home on the market, easy to finish,  
low in cost and quality built for faster and easier sales!



**FACTORY-BUILT PRECISION**—The Starlighter is one of the first true assembly-line houses. It is built to the same exacting standards that have made possible modern automobiles, TV sets, refrigerators, etc. Because it is assembly-line built, the Starlighter has advantages no other house can offer such as volume purchases of materials and appliances at minimum cost.

**FAST DELIVERY TO SITE**—The Starlighter is shipped in two complete sections, each section designed for safe transportation by common carrier on trailer-type lowboys. Transportation costs are held to a minimum because of Guerdon's five centrally located plants across the nation. After reaching the site the Starlighter can be erected in less than two working days.

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A COMPLETE FACTORY BUILT HOME BY

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INDUSTRIES  
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NEWTON, KANSAS • LAKE CITY, FLORIDA  
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Guerdon Industries has published a color technical bulletin which completely describes the production, transportation and erection of the Starlighter. Included are specifications and all essential facts. All "Starlighter" Homes are manufactured in accordance with FHA Engineering Bulletin SE-279 and are eligible for consideration for FHA, VA and conventional insured mortgage loans.

Write today for Guerdon's Technical Bulletin  
for Builders, Contractors and Developers.

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### PRODUCT PREVIEW



#### Fiber glass comes in 50' rolls

Continuous, cross-corrugated, fiber glass is called "Rololite." Reinforced plastic paneling comes in 50' rolls to speed installation of long skylights, awnings, fences. Rolls are 40" wide, in 5- and 8-oz. weights.—Filon Plastics Corp., Booth No. 1173.

Circle No. 1247 on reply card, p. 119

#### Panels are insulated

Colored panels for low-cost construction are made by fusing color to asbestos cement board. Fire-resistant, durable, washable. In three types: insulated, porcelain finish, or colored on both sides. Aqua, white, tan.—Alliancewall, Inc., Booth Nos. 330-332.

Circle No. 1248 on reply card, p. 119

#### Looks like marble

Insulation board ceiling tiles in two new patterns, a gold or silver swirl, suggesting marble, and a design of printed flowers, giving an etched effect. In 1/2" thickness, 12"x12" only. —Certain-Teed Products Corp., Booth No. 27.

Circle No. 1249 on reply card, p. 119

#### Components saves skilled labor

These precision-built components save you a large investment in expensive equipment and skilled labor. Save more than 25% of cost of doing your own prefabrication. Choice of floor, ceiling, roof, gable components.—Homasote Co., Booth No. 271.

Circle No. 1250 on reply card, p. 119

#### Siding lasts a "housetime"

Narrow clapboard siding of baked enamel aluminum eliminates painting and repairs during lifetime of house. "KoverLum" will not peel, chip or rot. Resists termites completely. More than 500 color combinations. —U.S. Aluminum Siding, Booth No. 987.

Circle No. 1251 on reply card, p. 119

#### Prime coat is heavier

Tempered hardboard for exterior has a new, thicker prime coat that is hard and durable. Coating is a modern resin base material; will accept any finish for wood products.—Weyerhaeuser Co., Silvatek Div., Booth Nos. 303-307.

Circle No. 1252 on reply card, p. 119



#### Light to work with

Panels of plastic urethane foam, with sheet metal inner and outer skins, are lighter and less expensive to ship. Also provide high strength, durability and resistance to impact; recommended for offices, hospitals. —NOPCO Chemical Co., Plastics Div.

Circle No. 1253 on reply card, p. 119

**Modern  
Maid**

# ONE PIECE BUILT-IN!

The New **"Town House 24"**

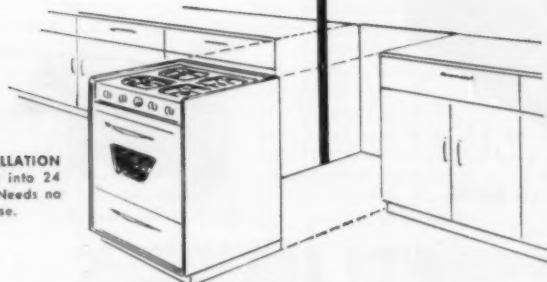
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| 24" counter top covering..... | save up to 20.00   |
| No extra 110 volt outlet..... | save up to 7.50    |
| <b>Total.....</b>             | <b>\$117.50</b>    |

Here's a one piece built-in that slides into the space normally occupied by a 24" base cabinet. Chrome frame around range top adjustable for a tight fit over the counter top. Attractive chrome moulding forms frame around doors and protects finish on adjacent cabinets from heat whenever door is opened. Needs no separate base on which to be mounted. Four leg levelers make any correction for uneven floors. Available with matching sides if used at end of kitchen. Your choice of Modern Maid's matching colors or brushed chrome.



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Slides easily into 24  
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separate base.

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MATIC DISHWASHERS IN MATCHING COLORS.

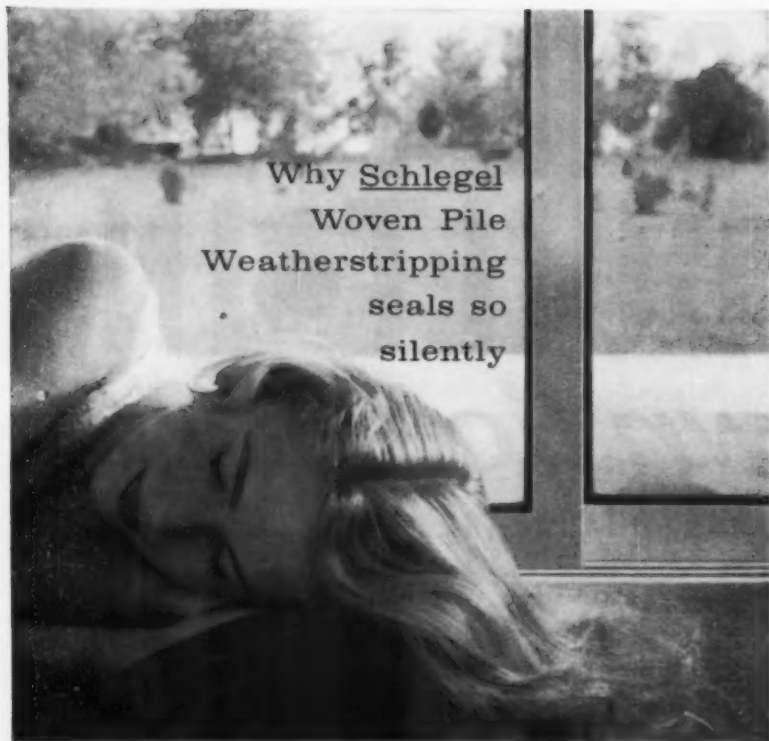
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For sheer soundlessness, nothing matches Schlegel Woven Pile Weatherstripping. Its dense, soft pile won't squeak (like plastic), screech or rasp (like metal). Windows and doors won't bang or rattle—even in a storm. Seals weather out, seals heat and conditioned air in.

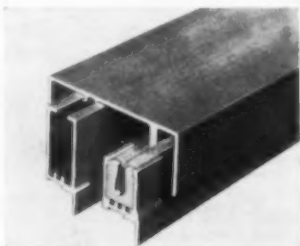
**SMOOTH ACTION.** Doors and windows ride smoothly on Schlegel Woven Pile Weatherstripping, under all weather conditions. They never stick or bind. Schlegel Woven Pile is friction-free.

**GIVES SURE PROTECTION.** Schlegel Woven Pile compresses, is truly resilient. It cushions doors and windows snugly and compensates for irregular metal or wood surfaces.

**WEATHERPROOF.** Neither air, rain, wind, nor dust can seep in. Only Schlegel Woven Pile is silicone treated to insure complete weatherproofing. Schlegel performance has been proven by rigid FHA tests for air infiltration.

For a comprehensive list of manufacturers using Schlegel Weatherstripping, write for our new booklet, "Your Guide to Windows—Doors—Screens."

Cross-section view showing Schlegel Woven Pile Weatherstripping installed in the aluminum frame head section of Arcadia Sliding Doors, Arcadia Metal Products, Fullerton, Calif.



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## PRODUCT PREVIEW



### Washer-dryer requires little service

Factory rechecks are said to minimize service requirements for new automatic washer-dryer. Imperial Mark XII washer (above) has automatic set for wash time and speed, wash, rinse temperature.—Whirlpool Corp., Booth Nos. 770-772.

Circle No. J254 on reply card, p. 119



### Has five lights

Chandelier has five light units, extends 37" from ceiling, with 24" spread. Finials, arms and spindle are of polished brass.—Moe Light; Thomas Industries, Booth No. 210.

Circle No. J255 on reply card, p. 119



### For gas or electricity

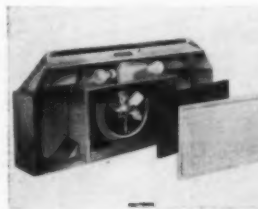
An electric vented combination washer-dryer and its gas counterpart priced at \$330 to \$360. Each has five water temperatures and drying temperatures for different fabrics.—Easy Laundry Appliances Corp., Booth No. 958.

Circle No. J256 on reply card, p. 119

### Can be plugged-in

Panelboards with plug-in construction are for on-the-job assembly. Basic devices are available with main lug ratings up to 600 amperes. Type Q0 and Q1 circuit breakers come in 1-, 2-, or 3-pole, from 15 to 100 amps.—Square D Co., Booth No. 12.

Circle No. J257 on reply card, p. 119



### Priced to compete

Duct-free range hood competes in price with ducted hoods, cuts installation cost in existing kitchens. Has two-speed fan and two filters—one washable aluminum mesh, the other charcoal.—Air Control Products, Inc., Booth Nos. 1137-1139.

Circle No. J258 on reply card, p. 119

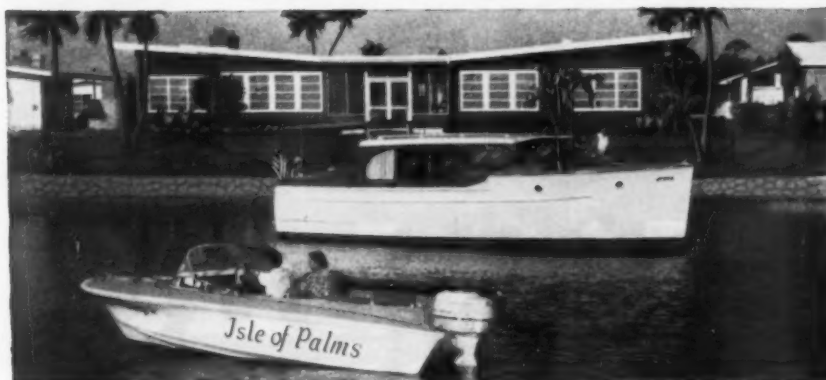
More kitchens, p. 228





# Dramatic Test

Sells Florida Builder on Zonolite (Water-Repellent) Masonry Fill Insulation



**Walls insulated with Zonolite Masonry Fill cut air-conditioning costs, insure owner comfort**

In builder F. L. Ahern's \$350,000,000 Isle of Palms Housing Development near Jacksonville Beach, Florida, all homes are planned to provide a water view from as many rooms as possible. Large wall areas are exposed to hot summer rays. Air conditioning costs could be sky-high in such homes.

Now that's no longer a problem in homes with concrete block outer walls. Recently, Mr. Ahern had one partly filled with Zonolite Masonry Fill Insulation...the rest left empty. That afternoon he found the unfilled section was blistering hot; the filled section was cool. So this insulation is now

standard here for all homes with concrete block exterior walls and Mr. Ahern feels that the promise of 25% savings on air conditioning costs is conservative indeed.

Drastically reduced cooling cost is just one of many reasons for the tremendous coast-to-coast surge to Zonolite Water-Repellent Masonry Fill Insulation that is now in full swing. Get the whole time saving, money-saving story without delay. No obligation... just mail the coupon.



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**FARLEY & LOETSCHER MFG. CO.**  
**DUBUQUE / IOWA**

# 8 TOOLS AND EQUIPMENT

# 1961 Product Preview



## Tractor shovel has power steering, instant reverse

Model "1001" tractor-shovel has 9,500 pryout capacity, lifts one cubic yard each load. Reach is telescopic, allows dumping into

Circle No. J259 on reply card, p. 119

high-backed trucks. Arms slide on heat-treated aluminum wear plates, require no maintenance. Bucket goes to 124° at hinge point with 45° to 51° dump angle. Low-profile tires suit machine to soft soil.—Massey-Ferguson, Booth Nos. 218-219.

## Better tools speed up jobs



## Trencher digs fast into rocky, frosty soil

New crawler-trencher is designed for digging in rocky and frosty soil. Machine is available in 9- or 12-hp models. Unit produces straight trench and fast digging action, features jaw clutch mechanism for ease in steering. Crawlers are addition to rubber-tired line.—Witch Marketing Co., Booth No. 928.

Circle No. J260 on reply card, p. 119

## Generates on-site power

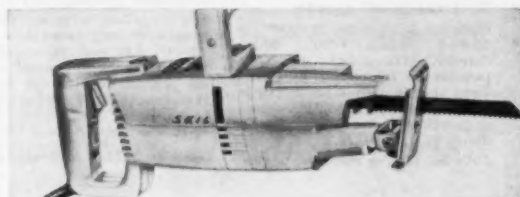
Heavy duty portable electric generator produces 3,000 watts of AC power at job site. Unit is rope-started, has 1-cylinder, 4-cycle, air-cooled gasoline engine. Has 5-hour running time.—Pesco, Borg-Warner Corp., Booth Nos. 786-787.

Circle No. J261 on reply card, p. 119

## Simplify boring with jig

New boring jigs for lock sets simplify locating and boring of side and latch holes. Two models are for 2-3/4" and 2-3/8" backsets, other is combo jig for 2-3/4" and 5" backset. Side plates have strength and rigidity.—Weiser Co., Booth Nos. 884-885.

Circle No. J262 on reply card, p. 119



## Saber saw cuts wood, plastic, metal

Improved model 700 electric saber saw has high speed for cutting wood, plastic, composition, low speed for metal. Strokes per minute range from 3,400 to 2,400. Multi-position foot gives long blade life. Flush-cutting attachment allows

close cutting against walls, ceilings, floors. Top handle adjusts to three different positions. Kit includes four assorted blades, clamp key and holder, 3-wire cord, 2-prong adaptor, steel carrying case.—Skil Corp., Booth Nos. 2-7.

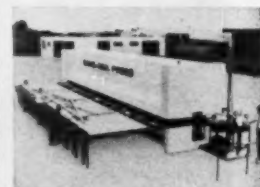
Circle No. J263 on reply card, p. 119



## Drill is shockproof

Electric drill has insulated chuck spindle and shockproof nylon housing. Tool weighs 20% less than other types, has power rating of 2.7 amps. Acts as power unit for circular saw, bench sander, grinder.—Millers Falls Co., Booth No. 7.

Circle No. J264 on reply card, p. 119



## Presses trusses

Concrete-weighted press makes complete truss in seconds. Also fabricates up to 40' of stud wall. Pressing platen is raised by two hydraulic jacks, powered by 5-hp motor. Requires crew of three men.—Gang-Nail Sales, Booth Nos. 804-805.

Circle No. J265 on reply card, p. 119

## PRODUCT PREVIEW

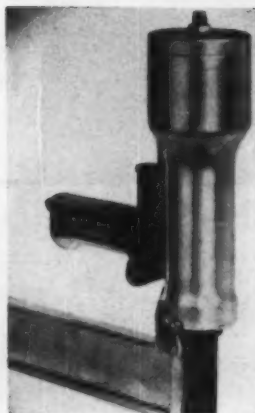


### Pickup hauls a heavy-duty load on or off road

Forward Control FC-170 "Jeep" has cargo bed 9' in length, can handle 3,510-lb. payload. Built for heavy duty hauling both on- and off-the-road, the 4-wheel drive model has a gross vehicle rating of 7,000 lbs. With dual rear wheels and heavy-duty op-

tion its rating is raised to 9,000 lbs. Platform stake body can be substituted on dual wheels to haul 4,159 lbs. Has turning radius of 21'10", broad wrap-around windshield. Has nine forward and three reverse speeds. —Willis Motors, Booth No. 4.

Circle No. 1267 on reply card, p. 119



### Nail with air power

Air-operated nailing machine drives T-nails at rate of 160 per minute. Model ARN-3B suitable for attaching plywood roof sheathing, sub flooring, or metal gussets. Drives nails up to 2". Triples hand speed. —Power-Line Sales, Inc., Booth No. 827.

Circle No. 1273 on reply card, p. 119



### Tamper cuts building costs

New tamper reduces settling, cracks, and call-backs. It compacts under-floor and sidewalk slabs, tamps fill and utility trench backfill. Improved power cuts cost to 12¢ per cu. yd. Has one-man transportation unit. —Jay Co., Booth No. 999.

Circle No. 1276 on reply card, p. 119



### Saw eases wood-working

Ten-inch radial arm saw cuts 3 1/2" deep. Designed for small builders and cabinet makers. Features totally enclosed motor, new wedge-shaped arm and safety guard. Operates on 120-240v, delivers 3 hp. —DeWalt, Inc., Booth No. 177.

Circle No. 1270 on reply card, p. 119

### Truck does heavy work

Model B-160 truck with stake body is rated up to 19,000 lbs. gross vehicle weight. Wheel bases vary from 129" to 189". Engine is six cylinder or V-8. Specific use requirements met by variety in axles. —International Harvester, Booth No. 113.

Circle No. 1274 on reply card, p. 119



### Pipe weathers well

This root-proof, perforated fiber pipe is designed for clean and safe handling in transit, storage and installation. Its nonbrittle, sealed protective coating is suitable for septic tank connections. —Orangeburg Mfg., Booth Nos. 1134-1135.

Circle No. 1275 on reply card, p. 119

### Cuts fast and hard

Heavy-duty sabre saw has Rock-and-Lock shoe which keeps shoe flush. 3-way blade chuck, and double-edge blade. Designed to cut fast through wood, metal, plastic, pipe. Allows close cutting. —Black & Decker Mfg. Co., Booth Nos. 163-164.

Circle No. 1277 on reply card, p. 119

### Reverses in all speeds

Optional direction reverser is offered with "1010" 40-hp crawler. Wet clutch makes it possible to match all four forward speeds with reverse speeds from .8 to 6.5 mph. Has diesel or gasoline engine. —John Deere, Booth No. 214-216.

Circle No. 1268 on reply card, p. 119

### Trencher propels self

Self-propelled trencher features simplicity of controls. Davis "T-66" has positive traction to make it easier to control speeds; no pneumatic tires to bounce. Has simplified boom extension; hydraulically operated. —Davis Mfg. Co., Booth Nos. 202-203.

Circle No. 1271 on reply card, p. 119



### Aligns, drives nails

Single-blow automatic nailing gun feeds nails dumped into hopper. It aligns them, point-first, through flexible hose. Operator presses tool to surface, gun drives the nail. Cannot jam. —United Shoe Machinery Corp., Booth No. 208.

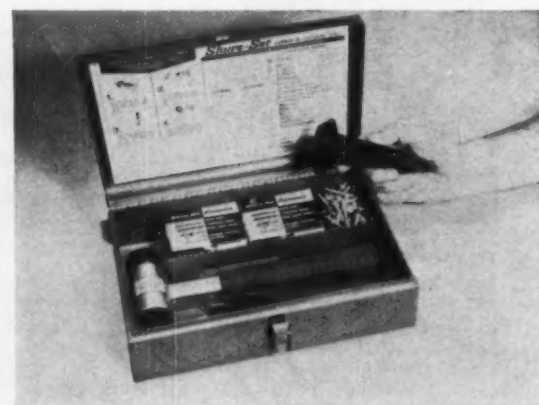
Circle No. 1269 on reply card, p. 119



### Like a power hammer

Portable impact drill is heavy-duty electric drill and power hammer in one. Drills holes up to 4" in diameter in concrete, tile, masonry. Has disintegrating action, won't chip or fracture material. —The Stanley Works, Booth Nos. 173-176, 178-181.

Circle No. 1272 on reply card, p. 119



### Does over 100 fastening jobs

Hammer-in fastening tools will do over 100 different fastening jobs, setting studs into concrete or thin steel with a few hammer blows. Craftsman's kit contains set of instruments equally useful to carpenter, electrician, plumber. Kit includes one

Circle No. 1278 on reply card, p. 119

standard Shure-Set hammer-in tool, one Shure-Drive shock-absorbing hammer, 50 drive pins and 50 threaded fasteners, all in deluxe carrying case. Cost: \$29.95, \$7.50 less than the total of items. —Ramset Fastening System, Booth No. 808.





Hugh Kirkland (Right), President, Kirkland Masonry, Inc., Miami, Fla., talking to Dick Rogers, his Dodge Representative.

## *"Last year, we got over \$4,400 in new business for every dollar we invested in Dodge Reports"*

"Dodge Reports actually doubled our business in 1959, the first year we used them," says Mr. Kirkland. "And we doubled that increase last year!" Mr. Kirkland concentrates in the competitive south and central Florida markets. When he decided that his firm could realize its maximum growth potential only by actively competing for more commercial, industrial and residential contracts, he began using Dodge Reports. "We knew," he says, "that unless we kept ahead of the latest developments in these markets, contracts would be awarded to our competitors before we even heard of the jobs." In the two years since that decision, his firm has captured over \$3-million in new business — most of it commercial and industrial contracts that he couldn't even have bid on without Dodge Reports. Today, he is one of south Florida's leading masonry contractors.

Daily Dodge Reports tell Mr. Kirkland all he needs to know: type of project and cost, names of owners,

architects and engineers, names of general contractors bidding, results of the bidding, and award of the general contract. "We have to be there with a bid before the general contract is awarded because the GC has to incorporate our bid in his," Mr. Kirkland says. "Dodge Reports give us the facts we need in time to figure the job and get it!"

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Gentlemen: Please send me complete information on your new Beauty-Line Aluminum Shutters.

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 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Title \_\_\_\_\_

**PRODUCT PREVIEW**



**Five tools in one**

Convert 155 router in seconds to a finishing sander, scroll saw, power plane or shaper table. Has 23,000 rpm motor. Tapered housing affords greater visibility.—Porter-Cable Machine Co., Booth No. 6.

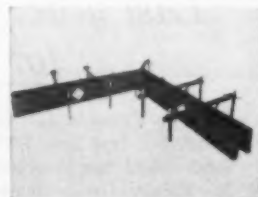
Circle No. 1279 on reply card, p. 119



**Cuts foundation costs**

Curb wall form made of Fiberglas is 50% lighter than steel, requires less manpower. One-piece construction is easy to erect and strip.—Engineered Concrete Form Corp., Booth No. 824.

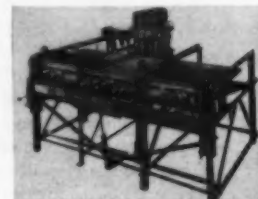
Circle No. 1280 on reply card, p. 119



**Metal form assures alignment**

New version of Lo-Wall form has special "Stake to Yoke Bar Clamp" for fast and sure line adjustment. It's 12" high, will provide 8" thick wall.—Symons Clamp & Mfg. Co., Booth No. 509.

Circle No. 1281 on reply card, p. 119



**Hangs door in 2 min.**

Prehung door routing and boring machine will bore for the lock, latch and striker plate automatically. Accuracy is assured.—Ruvo Engineering Corp., Booth No. 614.

Circle No. 1282 on reply card, p. 119

More tools, p. 232

## THE **LOW** PLANER- FIRST **COST** MOLDER



from **\$289<sup>50</sup>**

The New Belsaw 910 turns rough lumber into all popular Millwork Patterns.

Now a production machine that PLANES, MOLDS and SAWS in one continuous power feed operation. A versatile money-maker for your shop.

The Belsaw 910 face molds up to 11 inch wide stock or edge molds to 6 inches wide—planes stock 12 1/4 inches wide by 6 inches thick. Saws 2 1/4 inches thick. Power feeds 22 feet a minute with 3 or 5 H.P. motor.

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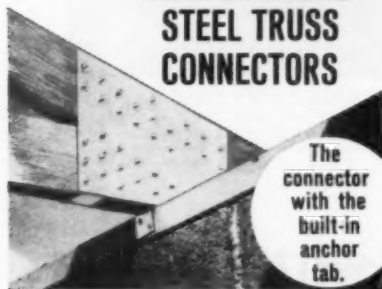
Find out today how the 910 can provide extra production and more profits for your company.

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The  
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- Highly versatile . . . ideal for both small and large volume builders . . . only plate that can be used with either a pneumatic gun or an ordinary hammer.
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- Available in many sizes and shapes for all applications. Jigs, guns, and other equipment also available.

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for complete information

**F. D. KEES MFG. CO.**  
BEATRICE, NEBRASKA



### Installs in minutes

Heavy-duty "Magna Fold" vinyl folding doors are embossed on both sides. In choice of seven decorator colors. Have strong aluminum track, steel ribs and spacers. Packed with screws and hardware.—American Door Co., Inc., Booth Nos. 57-58.

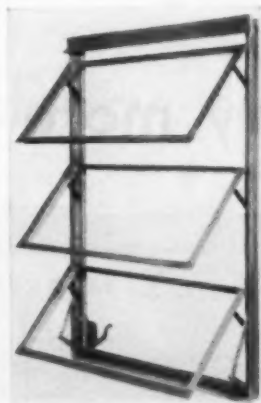
Circle No. 1283 on reply card, p. 119



### Replace old locks

Door modernization kit of two escutcheons, faceplate extension and strike plate. Designed to replace old mortise-type lock. Will fit any set with 2 3/4" to 2-9/16" diameter roses, escutcheons up to 7 1/4" in height.—Dexter Industries, Inc., Booth No. 924.

Circle No. 1284 on reply card, p. 119



### Both locks and seals

"Winter-Seal" awning window features automatic locking hardware. A turn of the operator locks window, provides perfect seal. Made of heavy duty aluminum for durability and appearance. Snap-in bead. Rogers Industries, Booth Nos. 403-406.

Circle No. 1285 on reply card, p. 119

More doors, p. 232

# HYDRONIC HEAT DOESN'T COST ANY MORE... ANYMORE!



Front View  
MODEL B-125  
125,000 BTU/Hr Input  
Size: 18" x 40" x 28"

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BONUS  
PRODUCTS

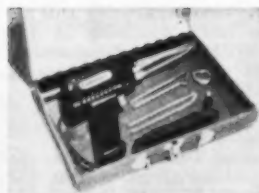
## 1961 Product Preview

**Stake truck rates up to 19,000 lbs. gross weight**

Model B-160 truck with stake body is rated up to 19,000 pounds gross vehicle weight. Comes in wheelbases from 129 to 189 inches. Circle No. 1286 on reply card, p. 119

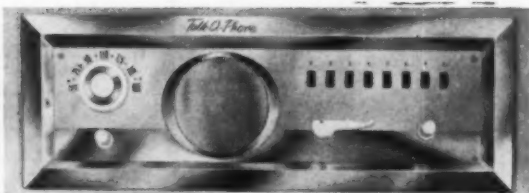
Engines are available in six-cylinder or V-8 models. Dual headlights are chrome mounted and one-piece grille is made of anodized aluminum. Specific use requirements are met by wide choice of axles and transmission.—*International Harvester Co.*

## Thirty more products that

**Soldergun has alloy tip**

Soldergun has alloy tip, requires no filing. Retinning is accomplished by wiping heated tip with damp cloth. Kit also contains built-in shadowless spotlight, handle compartment for storage of extra solder.—*Cummins Portable Tools.*

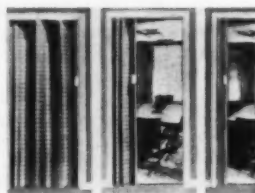
Circle No. 1287 on reply card, p. 119

**Intercom permits outside, inside contact**

Sound system maintains two-way contact to all rooms, can answer outside doors. Units go on flush or are surface-mounted. Ideal for existing homes or new construction. Transistor circuit lasts indefinitely, makes for dependable service. Set is adapted

for AM radio. System can be used for private or general communication. Nurseries or sick rooms can be monitored by intercom. Radio plays in any part of house. Units are finished in blended gold, polished, satin silver.—*Talk-A-Phone Co.*

Circle No. 1288 on reply card, p. 119

**Door goes up easily**

Folding aluminum door installs using only a screwdriver. Door is finished with baked enamel top coat. Hardware is nonrusting simulated brass. Glide runners are self-lubricating nylon. Comes in white, 32", 38" openings.—*Hunter-Douglas Div.*

Circle No. 1289 on reply card, p. 119

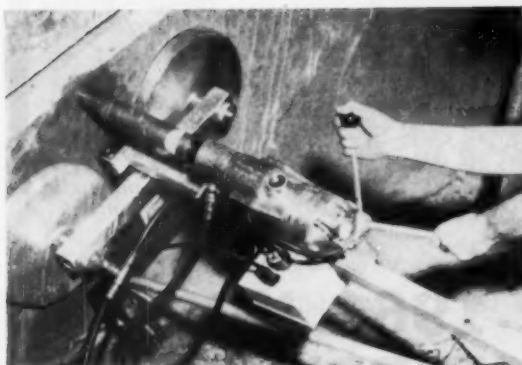




**Stapling hammer is more efficient for large areas**

Stapling hammer drives new, wider staple, is more efficient for applying roofing paper, insulation batts. Model H2BR drives staple with  $\frac{3}{4}$ " leg length, is twice as wide as many used in medium-duty hammers. Tool weighs 2 lbs. 8 oz., holds strip of 100 staples in magazine.—*Bostitch, Inc.*

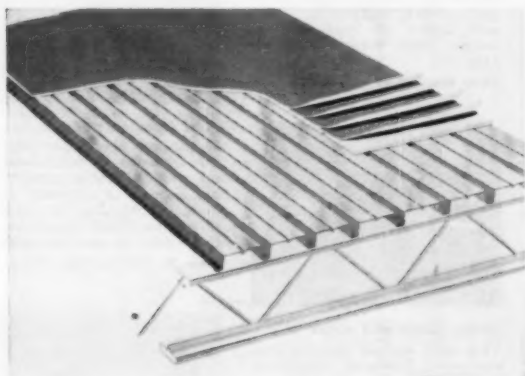
Circle No. J290 on reply card, p. 119



**Masonry drill is held by vacuum rig**

Masonry drill cuts holes up to 8" in diameter, secures quickly to concrete and tile by use of vacuum rig. Pump develops 3,000 lbs. holding force within two 13" suction disks. Stand goes on vertically or horizontally. Rig weighs only 125 lbs., rolls easily from job to job.—*Milwaukee Electric Tool Corp.*

Circle No. J291 on reply card, p. 119



**Steel roof deck has wider ribs for welding**

Type "A" steel roof deck has wider ribs, permits easier welding from top. Gives ideal support for softest type of insulation. Die-set end laps help speed deck installation. Comes in 18, 20, 22 gauges and lengths up to 28'6". Finishes are bonderized and prime-painted or galvanized.—*Inland Steel Products Co.*

Circle No. J292 on reply card, p. 119

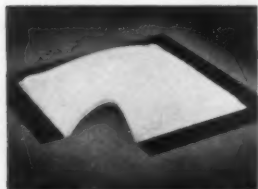


**New pattern for board-and-batten application**

"Santa Rosa" is name of new redwood pattern for use in reverse board-and-batten application. Applies either as durable exterior siding or finished indoor paneling. One side of board is surfaced, other is saw-textured. Material is durable and requires little maintenance.—*California Redwood Association.*

Circle No. J293 on reply card, p. 119

## can boost efficiency, sales



**Gives better daylighting**

Twin domes provide more efficient daylighting. Inner dome is reinforced with fibre glass for strength; outer dome is all-acrylic for weatherability. Permanently sealed for thermal insulation. Self-flashing unit is nailed to roof.—*Wasco Products.*

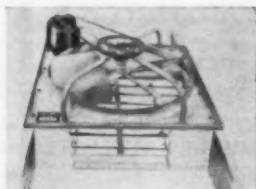
Circle No. J294 on reply card, p. 119



**Cooler fits cabinet base**

"Curtain Wall" air conditioner is shaped to fit ventilating cabinet in base of apartment windows. Unit is 1-hp, 9,000-btu; weighs 125 lbs., measures 12 $\frac{1}{4}$ " x 51 $\frac{1}{4}$ " x 12 $\frac{1}{4}$ ". Similar to regular room air conditioner.—*Amana Refrigeration, Inc.*

Circle No. J295 on reply card, p. 119



**Fan is reversible**

Ceiling or wall mounted attic fan reverses air flow by changing motor leads. Blades are spaced irregularly around hub for maximum air delivery. Unit is mounted on rubber grommets, measures 24" to 48" dia.—*Diehl Mfg. Co.*

Circle No. J296 on reply card, p. 119



**Panels mount anywhere**

Perforated panels can be mounted on all surfaces—brick, concrete, metal—with this hanger kit. Hangers have built-in spacers. No drilling, no special tools. Includes 10 anchors, 10 bolts, can of adhesive, instructions.—*Goodloe E. Moore, Inc.*

Circle No. J297 on reply card, p. 119



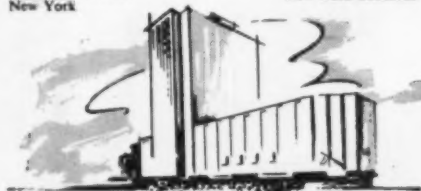
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## PRODUCT PREVIEW



### Meets current requirements

New 20-amp grounding devices permit higher-rated electrical equipment to obtain full current requirements. Include single and duplex receptacles which will accept all caps. Shallow bodies, side wiring.—Leviton Mfg. Co.

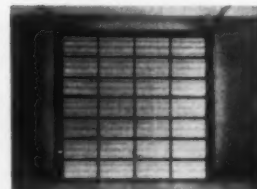
Circle No. 1298 on reply card, p. 119



### Pulverizes 6" of soil

"Tillit," a general-purpose soil pulverizing unit thoroughly mixes soils or aggregates to a depth of six inches. Used for road beds, seeding, unit is PTO-driven and attached with 3-point linkage. Fits all makes of tractors.—Ford Motor Co.

Circle No. 1301 on reply card, p. 119



### Add light to garage

Sculptured fiber glass panels of this sectional overhead door light up garage like a skylight. Panels are encased in extruded aluminum, making door shatterproof, shrinkproof and impervious to corrosion.—Frantz Mfg. Co.

Circle No. 1302 on reply card, p. 119



### Saves space and steps

This unit has all cooking conveniences. Features ventilating fan, extra heavy insulation, backguard with full width fluorescent light. Has flame-set burner control, barbecue broil oven, vanishing grill.—Wedgewood-Holly Appliance Co.

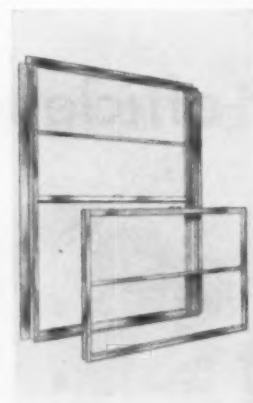
Circle No. 1299 on reply card, p. 119



### Up and roofed in one day

Complete house package, delivered with everything but the concrete, can be erected, sided, and roofed in eight-hour day. Includes wiring, plumbing, interior decorating. Slab, crawl, basement plans.—General Homes, General Industries.

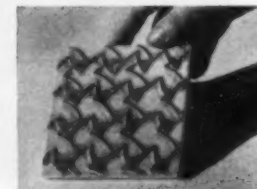
Circle No. 1304 on reply card, p. 119



### Extra weatherstrip added

This single-hung aluminum window has an integral fin trim designed into window frame for easy installation. Wool-pile weather-stripping treated with silicone is rated above minimum air infiltration.—Ceco Steel Products Corp.

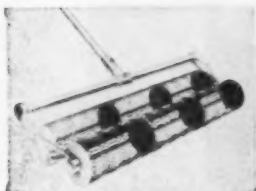
Circle No. 1300 on reply card, p. 119



### Has sculptured pattern

Decorative tile features a sculptured pineapple pattern in bold relief. Called "Tropico", this addition to the Hermosa line will be available to builders in 1961 in many colors including bronze, orange, gray, turquoise.—Gladling, McBean.

Circle No. 1305 on reply card, p. 119



**Roller ends hand tamping**  
"Roller-Bug" has two 5" wire rollers that push large aggregate just below surface. Brings up just the right amount of fat for smooth, easy floating. Improves slab quality. Speeds tamping and leveling.—Goldblatt Tool Co.

Circle No. 1306 on reply card, p. 119



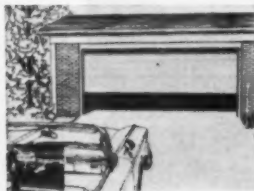
**Adapts to difficult jobs**  
Portable electric "Flex-Saw" is initially designed for linoleum and floor tile installation. Adaptable to making flashing groove in stone, undercutting door frames, window sills. No nut or collar to impede vision or sawing.—Algo Specialties.

Circle No. 1307 on reply card, p. 119



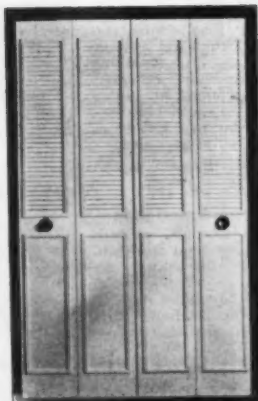
**Has different color**  
Cabinet hardware inspired by the works of artist Cellini has a new copper color. Called "Cellini Copper" it goes well with natural wood cabinets or painted surfaces, adds new touch to remodelled kitchens.—Washington Steel Products, Inc.

Circle No. 1308 on reply card, p. 119



**Operates from dashboard**  
Electronic door control for garage doors and lights is operated with pushbutton transmitter power transmitter from car dashboard. Features include instant reversing motor, light control, adjustable safety clutch.—Barber-Colman Co.

Circle No. 1309 on reply card, p. 119



**Classic door durable**  
Steel folding door has louvers plus classic design—for practicality and beauty. Won't warp, swell or split. Eight-ft. high for simple, low-cost installation. Factory applied primer, easy to finish. Nylon bushings prevent jumping.—Fenestra Inc.

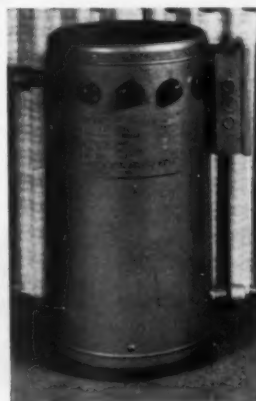
Circle No. 1310 on reply card, p. 119

**Won't rotate or rust**  
Neoprene washer nails have annular ring shanks to eliminate rotating. Won't grind washer. Designed for corrugated and V-crimp roofing. Available with umbrella heads to hold washer firm, or flat heads. Nails are rustproof.—W. H. Mace Co.

Circle No. 1311 on reply card, p. 119

**Beats heat problem**  
Vinyl surfaces for table and counters have exclusive cigarette-burn resistance. A special layer of aluminum foil resists heat up to 520°F, abrasions and stains. Also has greater "workability".—General Tire & Rubber Co.

Circle No. 1312 on reply card, p. 119



**Eliminates fire hazard**  
This electric hot water boiler eliminates gas, oil, and coal flames, needs no chimneys or furnace rooms. Designed for radiant panel, convactor, baseboard and radiator heating systems. Smallest size: 40,948 btu.—Precision Parts Corp.

Circle No. 1313 on reply card, p. 119



Takes  
longer  
to unpack  
than  
INSTALL!

THE  
*Columbia-matic*

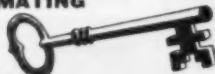
## FABRIC DOOR

Many builders leave the Columbia-matic Fabric Door right in the carton—the buyer installs it later—in seconds. No painting, no hanging, no hardware, no framing necessary. A real space saver. Neat folding, narrow profile, portable, reversible, washable. Lovely vinyl covering, heights to 8', widths to 4', can be hung in pairs.

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5878



## PRODUCT PREVIEW



### This fireplace's installation is easy, costs less

Low cost, factory-built fireplaces in wider than ever variety. Uni-built models are all easy to install in new or existing houses; styled to fit modern or conventional decor. All supply full-size wood-burning fireplace. Main cost-saving distinction is

elimination of conventional masonry construction. Include fireplaces which connect to unused flue or prefabricated chimney and one model (5900) that comes complete with its own chimney housing.—Vega Industries, Inc.

Circle No. 1369 on reply card, p. 119



### Wash and dry anything

Clothes dryer series includes two gas, one electric model. Features twin air-streams, three-cycle rotary timer, temperature control, and a no-heat air setting. Washers feature triple filtering action and five rinses.—Hamilton Mfg. Co.

Circle No. 1370 on reply card, p. 119



### Doors are wood paneled

Wood paneling is combined with the function of folding doors in this standard line of top supported doors. Lines features "memory" hinge that moves panels quietly, nylon wheels and guides, steel latch.—Panefold Doors, Inc.

Circle No. 1371 on reply card, p. 119

### Touches up concrete

Cement refinishing mix consists of dry cement powder with a built-in ingredient for bonding to concrete. Add only water. Remains workable longer than epoxies; provides lasting surface as thin as 1/8".—Larsen Products Corp.

Circle No. 1372 on reply card, p. 119



### Decorates any size wall

"Artec" stone costs less than similar decorative masonry walls. Sells for \$2 to \$3 per sq. ft. installed. Will cover the wall as designed; pattern of stone does not govern shape, size of wall. Comes in three patterns.—EMCO Cement Products, Inc.

Circle No. 1373 on reply card, p. 119



### Have hardwood finish

Antique birch panels have genuine hardwood finish. "Ply-Gems" are mis-matched and vee-grooved on joint. Consist of 18 different woods, packed six panels per package. Available in 4'x7', 4'x8' and 4'x10'.—Industrial Plywood Co.

Circle No. 1374 on reply card, p. 119

### House fits smaller lots

Designed for small lots, this 3-bedroom, 1 1/2-bath house covers 1,041 sq. ft. Plumbing is centralized for economy. Baths may be joined by sliding glass doors. Central heating, standard or built-in kitchen.—Holiday House Mfg. Corp.

Circle No. 1375 on reply card, p. 119

### Getting a second mortgage

Brochure explains how to turn your second mortgage into cash. Lists questions and answers regarding advantages of second mortgages, the required steps in getting an evaluation, title examinations, closing costs.—Mortgage Exchange Co.

Circle No. 1376 on reply card, p. 119

### Pools easy to build

Swimming pools constructed of lumber panels and lined with vinyl are easy to build. Eliminate much of skilled labor and equipment required for other type pools. Lumber is pressure-treated.—Wolman Preservative Dept., Koppers Co., Inc.

Circle No. 1377 on reply card, p. 119

### Hamper saves floor space

"Bilt-In" clothes hamper saves 3 sq. ft. wall tile or plaster and gets hamper off the floor. Has 20% more storage capacity, yet is slim-lined. Fully ventilated to prevent mildew. Piano hinges. 14"x36". In any color.—Jensen Industries.

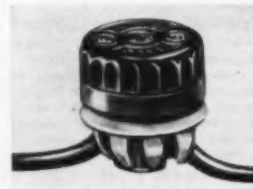
Circle No. 1378 on reply card, p. 119



### Comfort comes modern

Metal fabricated fireplace provides direct heat circulation throughout whole room. Has comfort of old stove and modern design; is free-standing for floor or ceiling installation, or wall-fastened unit.—Condon-King Co., Inc.

Circle No. 1380 on reply card, p. 119



### Snap in with a push

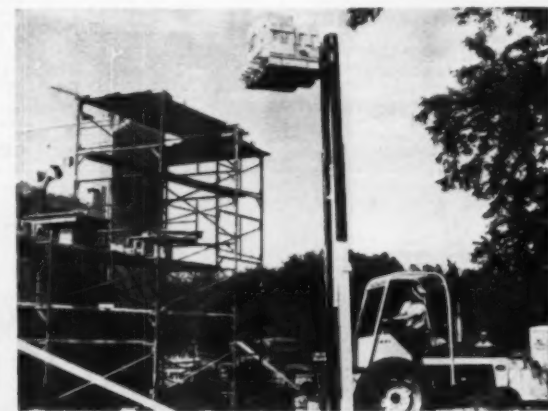
A canopy switch for pole lamps and tree lamps has a snap-in feature that saves installation time and labor. Easily snapped into a keyed mounting hole, switch is mounted and locked into position with a single push.—Circle F Mfg. Co.

Circle No. 1381 on reply card, p. 119

### Double duty joist hangers

Joist hangers of 18-ga. steel have been introduced in two sizes. No. 14 for 2x4's and 2x6's; No. 18 for 2x8's to 2x12's. Have same features as 14-ga.: easy to position, eliminate notching of subflooring or beams.—F. D. Kees Mfg. Co.

Circle No. 1379 on reply card, p. 119



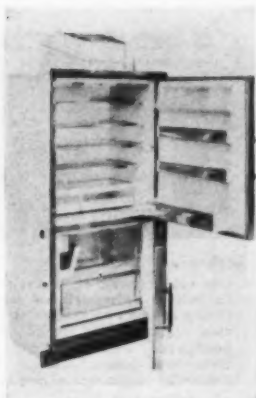
### Attachment lifts 2,500 lbs. 21 ft. high

Designed for mounting on utility tractors, the T1-4321 fork lift attachment is Henry's newest unit. Lifting capacity to full height is 2,500 lbs. at 24" load centers. Maximum lifting height is 21 ft. Standard equipment of the fork lift includes a

side shifter, overhead safety guard, load limiter control to prevent overloading and an automatic control valve to prevent free fall in event of a hydraulic failure. Color brochure available.—Henry Mfg. Co., Inc.

Circle No. 1382 on reply card, p. 119





#### Won't frost over

Built-in combination refrigerator-freezer has no-frost system. Maintains exact temperatures in both sections. Control is engineered into circulating air stream. In popular classic design, unit fits 2'x3' floor space.—Revco, Inc., Booth No. 605.

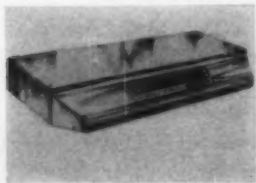
Circle No. 1324 on reply card, p. 119



#### Oven has exhaust

Suburban 21" built-in oven has a built-in fan vent which exhausts cooking smoke, grease and heat outside. Provides closed door broiling in oven. Both gas and electric models fit standard 27" cabinet.—Samuel Stamping and Enameling Co., Booth No. 710.

Circle No. 1326 on reply card, p. 119



#### Ionize fumes away

Ductless hood removes smoke and odors by electrostatic ionization. Fumes are drawn into hood where they become charged and drawn to charged collector plate. Plate is cleaned with detergent. Unit goes on wall.—Progress Mfg. Co., Inc., Booth Nos. 1156-1157.

Circle No. 1327 on reply card, p. 119



## The measure of Success

CALL COLLECT



#### COMPARE

SIZE: DIGS FROM 4" TO 16" WIDE AND UP TO 6' DEEP

COSTS: AS LITTLE AS 2c PER FOOT

ABILITY: JOB PROVEN

LIFE: AS HIGH AS 1/2 MILLION FEET

#### EASE OF OPERATION:

See a demonstration!

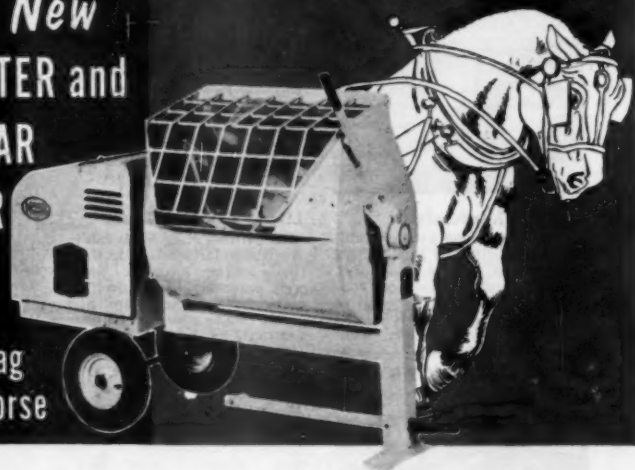
CALL COLLECT!

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## This New PLASTER and MORTAR MIXER

is a one-bag work-horse



This is an exceptionally fast hard-working one-bag (5 1/2 cu. ft.) mixer, built to stand punishment. Best and most durable materials.

Lifetime shaft seal. End-to-end mixing action. Power throw-out. Over-size electric or gasoline power.

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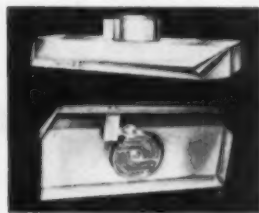
## PRODUCT PREVIEW



### Hood fan does extra large job

The power unit of this range hood is an 8 5/16" fan which delivers a large volume of air through long duct runs. This Mixed-Flow Hood will discharge two ways—out the back if the range is located on an outside wall, or out the top, in which

Circle No. 1328 on reply card, p. 119



### Hood designed for economy

Low-cost range hoods come in brushed chrometone with gold or copper anodized panels. In either right- or left-side exhaust. Pre-wired, removable aluminum foil filter, four-pole motor, \$33.32-\$36.36.—Ventrola Mfg. Co., Booth Nos. 414-415.

Circle No. 1329 on reply card, p. 119



### Cabinets handcrafted

Handcrafted wood kitchen cabinets are adapted to complement today's most modern appliances. Smart, mitred moldings contribute a pleasing decorative note.—Colonial Products Co., Yorktowns Kitchens Div., Booth Nos. 576-578, 952.

Circle No. 1330 on reply card, p. 119



### Has new water action

Nine new dishwasher-dryers feature a unique system of water distribution. A powerful pump forces water through scientifically-located openings on rotating "Z" arm. Built-in, convertible, portable.—Waste King Corp., Booth Nos. 398-402.

Circle No. 1331 on reply card, p. 119

case the duct occupies only about 35 sq. in. at the back of cabinet. Also has two light receptacles, push button controls, a lifetime aluminum filter, and a back-draft damper. Completely assembled.—Broan Mfg. Co., Inc., Booth Nos. 813-814.

Circle No. 1328 on reply card, p. 119

### Variety of products

From Welbit, for 1961 . . . a new and complete line of free-standing ranges, set-in ranges, built-in ovens and surface units. Also, room air conditioners as well as variety of heating units for commercial use.—Welbit Corp., Booth Nos. 379-382.

Circle No. 1332 on reply card, p. 119

### New gas kitchens

Over 18 kitchen and cabinet manufacturers will be represented in AGA's exhibit. Includes completely designed kitchens, laundry areas. Color-coordination program for kitchen planning.—American Gas Assn., Booth Nos. 562-563.

Circle No. 1333 on reply card, p. 119

### Wood-like decoration

Wood grain-decorated ranges have full-width control panel set in band of walnut-grained, heat- and fire-proof composition material. Models also feature exclusive fold-down unbreakable glass shelf.—O'Keefe & Merritt Co., Booth Nos. 759-780.

Circle No. 1334 on reply card, p. 119

### Living-dining cabinets

These Bronzeglow birch cabinets are particularly suited to today's living-dining kitchens. Include wall cabinets, bases, oven and refrigerator cabinets, and accessories. Made also for bathroom vanities.—H. J. Scheirich, Booth Nos. 450-451.

Circle No. 1335 on reply card, p. 119

### Range is versatile

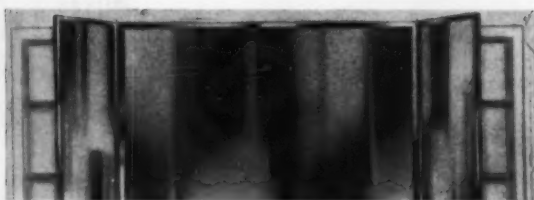
Automatic cook-center is a meal-time "miracle." Oven has a Minute-Minder with chimes. Cook-top has "Burner with a Brain." Design complements finest cabinets. Porcelain or stainless steel.—Athens Stove Works, Inc., Booth Nos. 961-962.

Circle No. 1336 on reply card, p. 119

### Gives home new light

Built-in lighting using common structural lighting schemes solves many problems in the home. Methods include valance lighting, cove lighting, canopy and drop panel, suspended panel.—General Electric Co., Lamp Div., Booth Nos. 130-152.

Circle No. 1337 on reply card, p. 119



### Cabinets add glamour to the bathroom

Bathroom cabinets for every need and luxury are featured in new ensembles. Newest design is the recess side cabinet with six center mirrors for installation above vanities. To match these are special size framed lavatory mirrors. The

side cabinets can be reversed to let mirror swing left or right. Other designs include vanity and sliding door types with fluorescent lighting. Some of these have plastic diffusers for controlled lighting.—The Hess Co., Booth No. 1197.

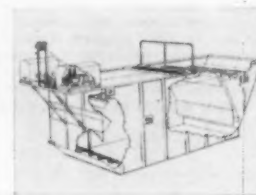
Circle No. 1338 on reply card, p. 119



### It's easy to hang

Combination "Vanitee" cabinet, mirror and light is surface mounted, supported by adjustable hangers. Has stain resistant exterior; equipped with switch, outlet and tube. Gives adequate storage.—General Bathroom Products Corp., Booth No. 9.

Circle No. 1339 on reply card, p. 119



### Serves "far out" areas

Sewage treatment plant comes in single or two-piece units. Features new diffuser and machinery housing to provide attraction, baffling area for automatic sludge return.—Smith & Loveless Div., Union Tank Car Co., Booth Nos. 771-774.

Circle No. 1341 on reply card, p. 119



### Mixes near heater

Ultraflow mixes hot and cold water near the water heater, distributes it to tub, lavatory, kitchen, by push-button control. This plumbing innovation adapts to conventional systems.—American Sanitary Mfg. Co., Booth Nos. 776-777.

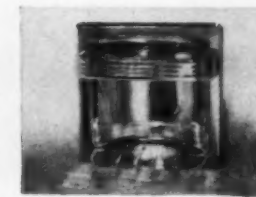
Circle No. 1342 on reply card, p. 119



### For a flexible shower

"Millie the Mermaid" will highlight new line of brass plumbing and bath products from Milwaukee Faucets. Featured above, the firm's new Rex Adjusto shower. Unit's long arm can be moved to any placement.—Milwaukee Faucets Inc., Booth No. 778.

Circle No. 1340 on reply card, p. 119



### Fit standard openings

Bathroom accessories—soap holder, tumbler holder and soap holder-grab bar—are designed to fit standard opening for recessed installation. All are 4 1/4" sq., feature lifetime triple chrome plate.—Hoover Bathroom Accessories, Booth No. 950.

Circle No. 1343 on reply card, p. 119

## BLUEPRINT HOUSE

(Continued from page 98)

|                                      |         |
|--------------------------------------|---------|
| 2-2x4" Steel Beam Column             | 10 L    |
| 2x4" Fir Partition Shoe              | 200 L   |
| 2x4" Fir 16" o.c. Wall Studs         | 380 L   |
| 2x4" Fir 16" o.c. Part. Studs        | 1,820 L |
| 2x4" Fir 8" o.c. Stagger Part. Studs | 180 L   |
| 2x4" Fir Wall Plate                  | 20 L    |
| 2x4" Fir Steel Beam Plate            | 40 L    |
| 2x4" Fir Joist Sill                  | 55 L    |
| 2x4" Fir Header Blocking             | 40 L    |
| 2x4" Fir Window Sill                 | 20 L    |
| 1x3" Fir Floor & Roof Joist Bridge   | 625 L   |
| 1x2" Fir 16" o.c. Ext. Wall Furring  | 575 L   |
| 1x2" Fir Cant Strip                  | 40 L    |
| Plyscord 3/8" Floor Lining           | 1,080 S |
| Plyscord 1/2" Ext. Wall Lining       | 355 S   |
| Plyscord 3/8" Roof Lining            | 1,840 S |
| Plywood 3/8" Floor Underlayment      | 120 S   |
| 15# Felt Floor Isolation             | 1,080 S |
| 15# Felt Ext. Wall Isolation         | 355 S   |
| Fiberglass 2" Roof Insulation        | 1,155 S |
| Fiberglass 1 1/2" Wall Insulation    | 160 S   |
| Fiberglass 1" Wall Insulation        | 770 S   |
| Alum. Mesh 3" Soffit Screening       | 220 L   |
| Metal Joist Anchors                  | 22 U    |
| Metal Joist Hangers                  | 164 U   |
| Wood Misc. Furring & Grounds         | Sum     |
| Metal Structural Hardware            | Sum     |

### —WOOD EXT. & INT. MILLWORK—

|  |      |
|--|------|
| 1 3/4" Wh. Pine 3'x6'10" Ext. Flu. Dr., F&T          | 1 U  |
| 1 3/4" Birch Ven. 3'x6'10" Ext. Flu. Dr., F&T        | 1 U  |
| 1 3/4" Birch Ven. 2'x6'10" Ext. Flu. Dr., F&T        | 1 U  |
| 1 3/4" Birch Ven. 6'x6'10" Int. Flu. Sl. Dr., F.T.H. | 3 U  |
| 1 3/4" Birch Ven. 2'x6'10" Int. Flu. Dr., F&T        | 6 U  |
| 1 3/4" Birch Ven. 2'x4'10" Int. Flu. Dr., F&T        | 1 U  |
| 1 3/4" Birch Ven. 2'x6'10" Int. Flu. Dr., F&T        | 1 U  |
| White Pine 2'x8'10" Dr. Jamb & Trim                  | 2 U  |
| White Pine Sash 9'x6'10" Fix. Wind. WL, F&T          | 2 U  |
| White Pine D45 2x8" Fixed Wind. Frame                | 45 L |
| White Pine 1/2x2" Window Trim                        | 45 L |
| Knotty Pine 3x2x3" Sink Cabinet                      | 1 U  |
| Knotty Pine 2'3x2'x3" Base Cabinet                   | 2 U  |
| Knotty Pine 4x2x3" Range Cabinet                     | 1 U  |
| Knotty Pine 2'2x2'6x6'6" Cabinet (Oven)              | 1 U  |
| Knotty Pine 4x2x1" Wall Cabinet                      | 1 U  |
| Knotty Pine 3x2x1" Wall Cabinet                      | 1 U  |

|   |       |
|---|-------|
| Knotty Pine 2'6x2'6x1" Wall Cabinet       | 2 U   |
| Oak & Pine 7x3'1" Inter. Stairs           | 2 U   |
| Ext. Plywood 3/4" Ext. Wall Siding        | 355 S |
| 2x2" W. Pine 16" o.c. Ext. Wall Battens   | 355 S |
| W. Pine 1 x 10" Cornice Fascia            | 225 L |
| W. Pine 1x8" Cornice Frieze               | 90 L  |
| W. Pine 1/2x1/4" Cornice Rd. Trim         | 25 L  |
| W. Pine 1/2x1/4" Round Base Molding       | 250 L |
| W. Pine 1/2x4" Wall Base                  | 250 L |
| W. Pine 1x8" Beam Enclosure               | 50 L  |
| W. Pine 1x4" Beam Enclosure               | 35 L  |
| W. Pine 1x10" Beam Enclosure              | 20 L  |
| W. Pine 1x6" Window Soffit                | 40 L  |
| W. Pine D45 2x6" Window Sill              | 40 L  |
| W. Pine 1x12" Closet Shelving             | 60 L  |
| W. Pine 1x2" Shelf Cleat                  | 100 L |
| A.C. Plywood 3/4" Cornice Soffit          | 125 S |
| A.C. Plywood 3/4" Carport & Porch Ceiling | 435 S |
| Metal Closet Poles & Accessories          | 25 L  |
| Oak & Mastic Door & Wind. Calking         | 220 L |
| 1/4" DSA Glass Window Panes               | 165 S |
| 1/4" OBS Glass Window Panes               | 55 S  |
| Formica 1/4" Counter Top                  | 20 S  |
| Vinyl Floor Covering                      | 120 S |
| Metal Finish Hardware                     | Sum   |

### —OAK FINISHED FLOORING—

|                          |       |
|--------------------------|-------|
| Oak 3/4" Finish Flooring | 800 S |
| Machine Floor Sanding    | 800 S |

### —ALUM. SLIDING DOORS & WINDOWS, F&T—

|   |     |
|---|-----|
| Aluminum 5'10x6'6" Ext. Glz. Sl. Dr., F&T | 1 U |
| Alum. Sash 6'3x3' Sliding Window, F&T     | 6 U |
| Alum. Sash 4x3' Sliding Window, F&T       | 1 U |

### —METAL ORNAMENT & MISC. WORK—

|                                   |      |
|-----------------------------------|------|
| Cast Iron Fireplace Damper & Acc. | 1 U  |
| 7" Steel 15.38 Roof Beam          | 20 L |
| 5x5x3/4" Steel Window Lintel      | 14 L |
| 3x3x3/4" Steel Fireplace Lintel   | 4 L  |
| 2" d. Steel Pipe Column           | 50 L |
| Steel 2" d. Pipe Flange           | 14 U |
| 1/4x1" Steel Beam Strap           | 1 U  |

### —METAL SHEET WORK, ROOFING & SKYLIGHT—

|   |         |
|---|---------|
| 26-ga. Glv. Mtl. 7" Gravel Stop             | 225 L   |
| 26-ga. Glv. Mtl. 11" Rf. Counter Flashing   | 40 L    |
| 26-ga. Glv. Mtl. 16" d. Pier Termite Sh'd   | 2 U     |
| 26-ga. Glv. Mtl. 7" Sqaundrel Flashing      | 40 L    |
| 26-ga. Glv. Mtl. 10x13" Beam End Cover      | 1 U     |
| 26-ga. Glv. Mtl. 18x24" Beam Supp. Flash.   | 1 U     |
| 20 Yr. Compos. 4 Ply Roof Cover & Flash.    | 1,840 S |
| Metal & Glz. 24 x 18" Roof Skylight & Acc.  | 1 U     |
| 26-ga. Glv. Mtl. 10" Chimney Flashing       | 7 L     |
| 26-ga. Glv. Mtl. 6" Skylight Flashing       | 7 L     |
| 26-ga. Glv. Mtl. 24x24" Vent Flash (& Flue) | 2 U     |

### —PAINT EXT. & INT. FINISH—

|                                     |         |
|-------------------------------------|---------|
| Lead & Oil Ext. Millwork 3 Coats    | 540 S   |
| Lead & Oil Int. Millwork 3 Coats    | 480 S   |
| Lead & Oil Gypbd. Wall 2 Coats      | 2,895 S |
| Lead & Oil Gypbd. Ceiling 2 Coats   | 1,090 S |
| Stain & Varn. Int. Millwork 4 Coats | 945 S   |
| Stain & Varn. Finish Floor 4 Coats  | 800 S   |
| Lead & Oil Ext. Plywd. Sid. 3 Coats | 335 S   |
| Lead & Oil Carport Ceil. 3 Coats    | 435 S   |

### —PLUMBING SYSTEM & FIXTURES—

|   |     |
|---|-----|
| Water Service Connection & Piping       | 1 U |
| Sanitary Service Connection & Piping    | 1 U |
| Gas Service Connection & Piping         | 1 U |
| Gas Furnace Connection & Piping & Acc.  | 1 U |
| Hose, Bibb Connection & Piping & Acc.   | 2 U |
| Lavatory, Piping & Accessories          | 2 U |
| Bath Tub, Piping & Accessories          | 1 U |
| Water Closet, Piping & Accessories      | 3 U |
| Kitchen Sink, Piping & Accessories      | 1 U |
| Shower Head, Piping & Accessories       | 1 U |
| Elec. H.W. Heater, Piping & Accessories | 1 U |
| Laundry Wash, Piping & Accessories      | 1 U |

### —HEATING SYSTEM & FIXTURES—

|  |      |
|--|------|
| Gas Warm Air Furnace & Accessories     | 1 U  |
| Gas Warm Air Ducts & Registers         | 13 U |
| Prefab. Metal 8"-d.x18" Flue & Chimney | 1 U  |
| Gas Warm Air Temperature Cont. Equip.  | 1 U  |
| Gas Warm Air Ventilating Connection    | 1 U  |

### —ELECTRIC SYSTEM & FIXTURES—

|   |      |
|---|------|
| Electric Service Connection             | 1 U  |
| Telephone Service Connection & Wiring   | 1 U  |
| H.W. Heater Connection & Wiring         | 1 U  |
| Gas Furnace Connection & Wiring         | 1 U  |
| Laundry Wash. Outlet, Conn. & Wiring    | 1 U  |
| Laundry Dryer Outlet, Conn. & Wiring    | 1 U  |
| Oven, Outlet, Conn. & Wiring            | 1 U  |
| Refrigerator Outlet, Conn. & Wiring     | 1 U  |
| Electric Enh. Fan Conn. & Wiring        | 1 U  |
| Range Top, Outlet, Conn. & Wiring       | 1 U  |
| Ext. Light Fix Outlet, Conn. & Wiring   | 3 U  |
| Light Switch Outlet, Conn. & Wiring     | 16 U |
| Convenience Outlet, Conn. & Wiring      | 17 U |
| Elec. Service Panel & Switch            | 1 U  |
| Ceiling Fixture, Bulbs, Outlet & Wiring | 10 U |
| Wall Fixture, Bulbs, Outlet & Wiring    | 3 U  |
| Entr. P. Butt. Chime & Wiring           | 1 U  |
| Television Antenna & Wiring             | 1 U  |

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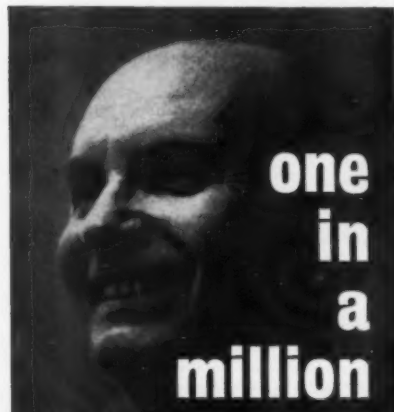
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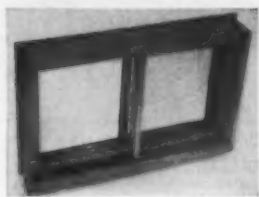
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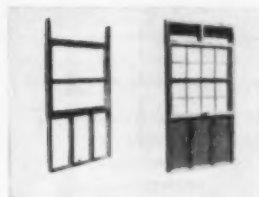
## PRODUCT PREVIEW



### Ends condensation

Designed for cold climates, these windows have 3"-plus barrier between two sets of sash to prevent condensation. Rigid frame and exterior nailing fin make installation easy. Aluminum exterior, wood interior.—*Ida Products Co., Booth Nos. 441-443.*

Circle No. 1344 on reply card, p. 119



### Window is panelized

"Strutwall" window-wall component has divided light sash plus an optional plywood box header. Forms a complete window-wall panel. Fits Lu-Re-Co., as well as conventional framing. Factory applied sheathing optional.—*Andersen Corp., Booth No. 537.*

Circle No. 1345 on reply card, p. 119



### Cuts connection time

Plywood clip fastener provides a snug, tight-fitting connection with minimum effort and time. Made of 18-ga. galvanized sheet material for use with 3/8", 1/2", 3/4", and 3/8" materials. Called the H-Clip.—*Timber Engineering Co., Booth No. 454.*

Circle No. 1346 on reply card, p. 119



### Gives picture effect

"Hi-Lo" window, with the upper sash twice the size of the lower, gives picture window effect without loss of privacy or ventilation. Costs only as much as a double-hung installation.—*R. O. W. Distributors, Booth No. 522.*

Circle No. 1348 on reply card, p. 119

### New lines for doors

Accordion doors in deluxe and low cost styles come up to 8' in height, in any width. Deluxe line has all-wood appearance, comes also in 10'. New builder line has 5" panels, stacks in less than 1" per ft. of door.—*Woodfold Co., Booth Nos. 757-758.*

Circle No. 1349 on reply card, p. 119

### Door requires no tracks

Trackless bi-folding wood door leaves entire opening 100% clear, does away with unsightly tracks, pivots, and guides. Adjustable split jamb. Requires same clearances as hinged units. Factory assembled.—*Ready Hung Door Corp., Booth Nos. 535-536.*

Circle No. 1350 on reply card, p. 119

### Handles for all doors

Hardware for all types of doors. Includes steel or aluminum tracks for by-passing reversible doors, folding wardrobe top-mounted for either two- or four-door units, and four models of pocket door hardware.—*Arthur Cox & Sons, Booth No. 1189.*

Circle No. 1351 on reply card, p. 119

### Operation is smoother

Aluminum horizontal sliding windows feature two improvements—a nylon roller at sill for smooth operation, nylon glides at head of vent for weather-tightness. Integral fin-type frame.—*Ware Aluminum Windows, Booth Nos. 240-241.*

Circle No. 1352 on reply card, p. 119

### Plate grips wood tightly

"Barbrip" truss plates of 18- and 20-ga. galvanized steel utilize maximum strength of wood. Each plate has four 7/16"-deep barbed teeth per plug. Can be used with standard press. Pre-punched for 11-ga. 1 1/2" nails.—*Ronel Corp., Booth No. 868.*

Circle No. 1353 on reply card, p. 119

### Skylight utilizes daylight

Translucent skylight provides shadow-free illumination. Conforms with rafter spacing. Each unit has aluminum frame, with wide self-flashing flange. Installs rapidly in remodeling or new construction.—*Katwall Corp., Booth No. 930.*

Circle No. 1354 on reply card, p. 119

### Fits all doors

Powerful magnetic catch has a double face opening, can be applied to any door. Has plastic housing, and elongated holes for easy installation. Is self-aligning, self-adjusting. Fixed or removable hinge.—*Penn-Akron Corp., Booth No. 169.*

Circle No. 1355 on reply card, p. 119

### Doors have solid core

Solid core flush doors feature core blocks of kiln dried, low density softwood. Pressure butted at the ends and sides, core block assembly which eliminates all voids. Veneers are bonded, applied with glue. In 1-3/4", 1-1/2", 1-1/4" thickness.—*Morgan Co.*

Circle No. 1356 on reply card, p. 119



### For duct systems

Gas heater for duct installations with a central air supply is available in eight sizes, from 50,000 to 250,000 Btuh. Features tri-alloy type heat exchanger, minimum resistance to air flow in heating-cooling.—*Bryant Mfg. Co., Booth Nos. 318-320.*

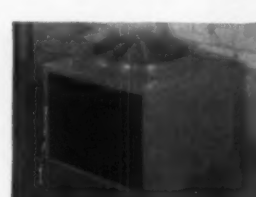
Circle No. 1357 on reply card, p. 119



### Gives individual control

Damper for all Base-Ray models eliminates costly shut-off valves, controls temperature in individual rooms. Requires no piping change, no chains or knobs. Heavy-gauge steel; operates with flick of finger.—*Burnham Corp., Booth Nos. 852-859.*

Circle No. 1358 on reply card, p. 119



### For smaller homes

New condensing unit has capacity of 22,000 Btuh. For small and medium homes, it's designed for split-system installation. Air-cooled unit operates in 120-deg. temp., reduces voltage, has evaporator fan relay.—*Chrysler Airtemp, Booth Nos. 445-447.*

Circle No. 1359 on reply card, p. 119



### Breaks off circuit

Thermal cut-out is advanced safety feature of new F Series electric baseboard. This series also has fully enclosed heating element and improved air-flow design with greater wattage.—*Cavalier Corp., Booth Nos. 913-914.*

Circle No. 1360 on reply card, p. 119

### Boiler weighs less

Permaglas HW-80 heating boiler weighs only 88 lbs. and is 27" high. Has maximum input rating of 80,000 BTU. Specified for small or medium-sized homes, has low-bulk, copper coil construction.—*A. O. Smith Corp., Booth No. 1113.*

Circle No. 1361 on reply card, p. 119

### Adds heating efficiency

Latest model hydronic baseboard heater, the Hotline-1, has 1" nom. copper tubing, compared to firm's regular 3/4" tubing. Adds heating efficiency when employed with standard enclosure and accessories.—*Radiant-Ray Radiation, Inc., Booth No. 861.*

Circle No. 1362 on reply card, p. 119

### Cleans the air

Panel type electronic air cleaner is designed for homes and small commercial applications. Only 2" thick in direction of air flow. Wide range of panel sizes, in sturdy all-aluminum construction.—*Trion, Inc., Booth No. 461.*

Circle No. 1363 on reply card, p. 119

### Designed for high capacities

Packaged air conditioners designed for high-capacity requirements. Engineered for installation within the conditioned area or at a remote location. All models can be used with steam coils in duct system.—*Dunham-Bush, Inc.*

Circle No. 1364 on reply card, p. 119

### Entire system is outside

Gas air conditioning unit permits remote outside installation of complete year-round combination cooling and heating system. Interior floor space is left free. Condensing unit, with evaporative cooler encased with system.—*Arkla Air Conditioning, Booth No. 928.*

Circle No. 1365 on reply card, p. 119

### Digs straight ditch

Crawler mounted "Ditch Witch" trencher makes "straight as an arrow" ditch for foundation footings. Self-propelled trencher is highly maneuverable, especially suitable for frozen or rocky ground.—*Charles Machine Works, Inc., Booth No. 928.*

Circle No. 1366 on reply card, p. 119

### Staples subflooring

Bigger staples and a machine to drive them have been designed for such jobs as sub-flooring. Staples are 16 gauge galvanized steel, 1-9/16" to 2" long. New S-763 Stapler Nailer is specially built to handle them.—*Fastener Corp., Booth No. 832.*

Circle No. 1367 on reply card, p. 119

### Forms hook up faster

Concrete forms made of 1 1/4" plywood are stiffer, yet versatile. Faster hook-up is possible with tie clips. Tie is locked before next form is set. All parts case hardened. For residential or commercial use.—*Duraform, Inc., Booth No. 927.*

Circle No. 1368 on reply card, p. 119



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# MONTH AHEAD

## Today's market calls for imagination

Fresh approaches to the perennial problems of home-building are always needed. They come under the heading of smart business practice. But with a more sophisticated market projected for the months ahead, fresh approaches will be mandatory this year.

*This holds true for the builder who seeks new frontiers in profit as well as the builder who looks forward to restoring his old frontiers.*

Unless some new features distinguish your homes, it's unlikely that the mildly dissatisfied homeowners of today will be enticed into buying. A lot of experienced homeowners know what they want in the way of a new house. A great many more, experienced or not, really won't know what they want until you show them.

## Take advantage of the slack season

Your job, as a "take-charge" builder, is to satisfy both groups. You may have to dig deep and study long—if you haven't already done so—for the imaginative solutions that can spell the difference between an ordinary year and a great one.

If you're not engaged in a winter building project, now's the ideal time to lay the foundation for your spring activities. Here's how some organizations are working to help you take a giant step in the right direction.

## You can still attend this two-day course

Champaign, Illinois, will be the scene of the sixteenth annual Short Course in Residential Construction conducted by the University of Illinois Small Homes Council—Building Research Council.

The two-day course (Jan. 18-19) will feature a session urging builders and contractors to "Diversify Your Operations with New Markets." (See the October issue of AMERICAN BUILDER for material on the sidewise market.) Reports will be given on land planning for apartments, apartment building and the market needs of senior citizens.

In line with the growing interest in remodeling, there will be a feature on "add-a-room." If you attend, you'll also hear these research report highlights: valance cooling using chilled water, zone-control warm air heating, long-span headers for component construction, rigid-frame houses and kitchen planning.

Send your application to the Short Course Supervisor, Division of University Extension, 116B Illini Hall, Champaign, Illinois. A fee of \$15 covers tuition, publications and a banquet.

## Try to see the HIP Show in New York

As noted, the Short Course includes a remodeling session. Three weeks later and about a thousand miles to the east, an entire convention will focus on the maturing home improvement industry. This is the 1961 Home Improvements Products Show, Feb. 8-11 at the Coliseum in New York.

In panel discussions on the first day, 18 successful contractors and dealers will give you their methods of estimating, pricing, accounting, techniques of handling subcontractors and production scheduling. These seminars will illustrate the theme of the HIP Show: success through improved management knowhow and careful profit control. Every hour of the three-day program will stick close to the basic management concept of a net profit for every sale.

## You can get data on merchandising tie-ins

On the second day, a panel of economists and other market experts will candidly appraise the prospects for the long-heralded home improvement boom. Discussion title: "When Will The Sixties Soar?" Later on, the subject will be merchandising. Purpose? To acquaint you with the enormous range of merchandising programs and aids you can get from national manufacturers, associations and publications. A typical cross-section of industry leaders will give you the details of their promotion programs.

## Our contest winners are a source of ideas

February will also be the month you get to see 35 houses and floor plans in AMERICAN BUILDER. These are the winners and runners in the three main categories of our Quality Model Home Contest.

All of the houses demonstrate fresh approaches to homebuilding and we're sure that some will stimulate your creative imagination. You may be influenced by the reasons the judges give for picking these houses. Or you may pick up a hot idea from one of the many West Coast builders represented.

Almost half of the winners are from the West. On the surface, this seems strange, but the mystery clears up when you consider that builders from this region are hampered by fewer design traditions. In addition, a lot of them are quite contest-conscious and alert to the values of merchandising. As AMERICAN BUILDER knows from experience, they are proud of their awards and display them prominently in their promotions.

## IN MARCH: American Builder will examine these two trends at X-ray range:

- Why the attached house—or row house—has caught the builder's fancy. You'll get fresh insights and detailed data on this expanding market.
- The resurgence of interest in asbestos cement. As the smart builders in our feature will demonstrate, you can use this product in new ways.





*Entire floor plus stair treads and risers in random shadings of light and dark Kentile® Custom Cork. (Also available in medium shades.)*

**IT'S NEW KENTILE CUSTOM CORK, WITH THE TOUGHEST FLOOR FINISH EVER!** Over whisper-quiet, cushiony Cork, Kentile has added crystal-clear polyurethane resin. Result? A beautiful Cork tile floor that fights off scuffing, dirt and grease as no other flooring ever could. New Kentile Custom Cork will give your homes added sales appeal, as well as the opportunity for distinctive flooring designs. Speak to your flooring contractor.

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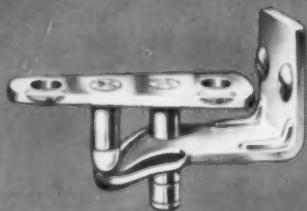
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Developed by National to meet the popular demand for a quiet, easy-action stop lock hinge. The No. 128 Swing 'N' Stay Hinge has no spring to break; easy to install; adjustable for doors  $\frac{3}{4}$ " to  $1\frac{1}{8}$ " thick.



but *National* hardware  
assures real satisfaction

There are many ways to cut quality and make some quick profits in the building business. But there is only one way to make substantial, year after year profits . . . by using top quality materials and workmanship in every home you build. Prominent builders know the value of using National Mfg. Co. hardware—they know they can stake their reputation on the trouble-free performance of National's products. Is it any wonder more builders insist on National Mfg. Co. hardware to protect their good name?

**NATIONAL MANUFACTURING CO.**

18101 First Ave.,

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